

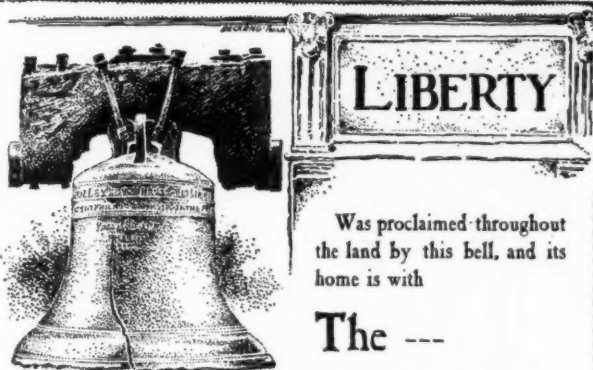


PRINTERS INK

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVI. NEW YORK, FEBRUARY 15, 1899. No. 7.



The Old Liberty Bell in Independence Hall

Was proclaimed throughout the land by this bell, and its home is with

The ---
Philadelphia

RECORD in the Quaker City.

This newspaper publishes, every day, the business announcements of the most prosperous houses in the land, and, as it has the largest circulation in Pennsylvania, five-sixths of which is delivered direct to the homes of permanent subscribers by its own carriers and agents, good results are obtained from advertising published in its columns.

Compare the cost with circulation average during 1898:

Daily Edition, 194,761 copies, rate 25 cts. per line; Sunday edition, 150,642 copies, rate 20 cts. per line.

Books Open To All

The Record Publishing Co., Philadelphia, Penna.

In re Cleveland



"Patrick O'Hara," said the judge, "do you plead guilty or not guilty?" and O'Hara replied, "Oi think Oi'll wait till Oi hear the evidence."

It's the evidence that counts—do men gather figs from thistles? nay, nay.

Here's the Evidence

According to official returns 180,000 people ride in Cleveland street cars every day.

All the newspapers in Cleveland combined can not speak to so great a number of people in one day. Street car advertising costs but a tithe of newspaper publicity. Be just with your advertising expenditures, consider the evidence.

We offer you the privilege of street car advertising in Cleveland. A postal will bring particulars.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 22, 1893.

VOL. XXVI.

NEW YORK, FEBRUARY 15, 1899.

No. 7.

DR. SLOCUM'S ADVERTISING STORY.

A TALK WITH THE CHIEF OF HIS CONSULTING PHYSICIANS—THE "SPURT" IN THEIR ADVERTISING JUMPED THE BUSINESS FROM \$17,000 TO OVER \$500,000 IN THREE YEARS—ALL THE BEST ADWRITERS IN AMERICA EMPLOYED—THE KIND OF AD THAT PULLS, AND WHY—VALUE OF TESTIMONIALS—NO OUTDOOR OR AUXILIARY ADVERTISING DONE.

The large double-column display ads of "Dr. Slocum's," which have appeared in most of the dailies, weeklies and monthlies during the past three years, have occasioned considerable talk among advertising men, and also among the general public. Because of this I recently called at the Pine street office of the concern in order to obtain some information concerning the advertising of the business, believing that an interesting story could be secured. I was not disappointed in this respect, but, in addition, I had my eyes opened to the extensive character of the business being transacted in the three immense five-story buildings that run clear through from Pine to Cedar streets. Remembering the old single room at 181 Pearl street, which was, up to a little more than three years ago, the headquarters of the T. A. Slocum business, I could not help associating the recent vigorous advertising with the remarkable change for the better. In the absence of Dr. P.

R. Whitcomb, president of the company, I was received by Dr. Walter H. Snow, Chief of the Staff of Consulting Physicians.

Asked about the length of time the Slocum remedies had been before the public, Dr. Snow replied:

"From thirty-five to forty years."

"Have they been advertised all that time?"

"Yes, some of them, but not in such a forcible way as during the past three years."

"Who directs your advertising?"

"Mr. A. F. Richardson."

"Did he suggest the change of three years ago?"

"Yes. On his advice we stopped trying to crowd all we had to say into an inch or two of newspaper space, and began to use large advertisements."

"Did you also increase the number of mediums?"

"Considerably. I should say that we are now in about 5,000 different mediums."

"Has the new departure paid the concern?"

"You can judge for yourself. Our sales in 1895

amounted to about \$17,000. In 1898 they approximated considerably over half a million dollars."

"That is a pretty big jump, but do you attribute it solely to your advertising?"

"Of course we do. Nothing else could have done it."

"What kind of an ad pulls the best, in your opinion, doctor?"

"The illustrated ad, in a big space, with plain, honest talk is convincing."



DR. P. R. WHITCOMB,
President Dr. T. A. Slocum Co.

"Do you employ experts to prepare such advertisements?"

"We have employed almost every known adsmith in the country. We believe in variety, hence we try them all. We have paid as much as \$500 for a single booklet of sixteen pages, and there were only five lines in the booklet that we could use after it was written."

"Why do you think illustrations are valuable in advertisements?"

"An illustration makes the space it occupies more valuable than it would be if otherwise filled. Verbal captions may attract attention, illustrations compel it. You can't dodge a picture—you *have* to see it whether you will or not."

"Which, in your opinion, is the best advertisement you have used?"

"The one showing in the cut the Slocum laboratory. It shows our medical staff in session, as it were. Here is the picture; now just step this way and I'll show you the laboratory—then draw your own conclusions."

Dr. Snow led me from his own comfortable office through a side door into the laboratory, where three assistants were at work compounding medicines. This room is really forbidden ground to ordinary visitors, but an exception was made in my case. It was so like the picture as to be easily recognized, and on the shelves and tables were all the medical and scientific paraphernalia that goes to make up a first-class modern laboratory. The usual "laboratory odor" pervaded the place, but I noticed that everything in the large apartment was scrupulously clean and neat. Then the doctor took me through an almost interminable series of rooms, offices and consulting parlors, up flights of stairs, along winding corridors, through a perfect labyrinth of passages, and after making a tour from the roof to the basement—taking in the bottling, labeling, packing and shipping rooms—we reached his private office by means of another entrance.

"How many employees have you?" I asked.

"About 150, all told."

"When I knew the old Pearl street place there were about four on the staff."

"Yes, but times have changed since then, though it is not so long ago."

"Do you find weeklies or dailies best for your purpose?"

"They're both good in their way.

For pro rata cost, I am not prepared to say which have proven best."

"Do you use the magazines?"

"Not what are generally called magazines. We use the monthlies of the class of *People's Home Journal* and *Ellis' List*."

"Do you find that they pay you?"

"Oh yes, but then you must understand that all our advertising pays. We make it pay. We have excellent remedies that honestly do all that we claim for them. We believe in honest-reading advertisements, and we pay the best prices for the best brains in America to prepare them. Our advertising director chooses what his experience tells him are the best mediums, and there you *have* the secrets of our success."

"Do you use testimonials—do you believe in them? I mean, do you believe they have an advertising value?"

"We use testimonials largely, and we are great believers in their efficacy to spread the truth. Authentic testimonials, giving names and addresses, have great local influence where the writer of the testimonial resides. We have thousands of testimonials from all over the country. We have used vast quantities of these and are still using them, consequently their influence is widespread."

"Outside the sale of the advertised remedies do you give advice by correspondence?"

For answer, Dr. Snow opened a ponderous tome at his elbow, and told me to run my eye over the cases for the current month. Only one case appeared on each page, but every detail of age, sex, occupation, symptoms, etc., was given, together with the name and address, and across the page was written the Chief Physician's diagnosis, and the significant note in some cases, "Incurable." In these latter instances the corresponding patient was always told the truth—"relief, but no cure possible."

"You have made quite a feature of giving away free bottles of your medicine, doctor. Was this plan dictated by philanthropy or business?"

"Both. Advertising to give goods away is a double expense. We have to pay for the privilege of finding recipients. It means a big preliminary loss, as you can imagine, when I tell you that we sometimes send out 5,000 free bottles in a single day. But the fact that we do give away these trial

bottles proves that we have perfect confidence in the merits of our remedies. Confidence begets confidence, you know, and the public has not been slow to respond. We were the first to advertise trial bottles free. Now there are a good many concerns doing it, and this fact alone is the best proof of our success. Sensible people seldom try to follow in the footsteps of failures."

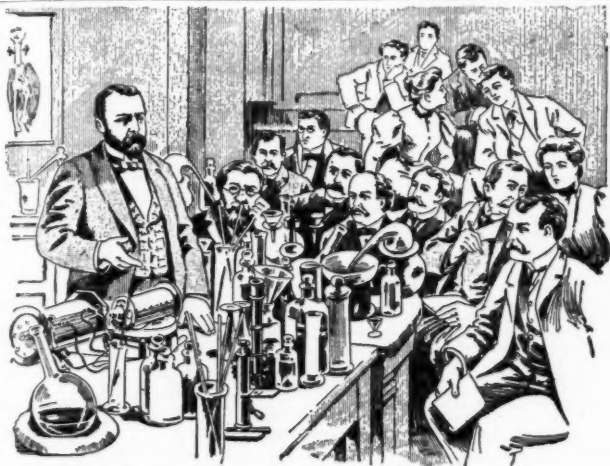
"But the philanthropic part—"

"We want the public to know that our remedies are honest, meritorious—that they are just what we claim they

did and always will. The advertiser who has not yet recognized this fact is a sure loser in the long run."

"Do you change your ads often, Doctor?"

"Some are changed daily, others weekly, others, again, monthly, but we always like to keep plenty of changes of copy ahead. That is why we have spent so much money on preparing our advertisements. We pay from \$25 to \$200 for a single ad, and it may contain only the germ of an idea that is really useful to us. We consider the idea worth the money, and from such



THE MOST POPULAR PICTURE USED IN THE SLOCUM ADVERTISING.

are, and we don't want the people's money before they have given them a thorough test."

"And the business part?"

"That comes afterwards. We know the goods are all right. We know the public will find them so and continue to purchase the remedy which did them good when procured free."

"How many different remedies do you advertise?"

"The Slocum system embraces six, each for a different ailment, but we are broadgauge enough in our methods to frequently recommend to our patients things we don't make or sell ourselves. We believe in telling the exact truth to each patient, whether it is a cent in our pockets or a dollar out. Truth pays in the end. It always

ads we get enough ideas to construct a really drawing announcement."

"What are your future plans for advertising, Doctor?"

"As you are probably aware, quite a lot of the Slocum Company stock is held in England, both by Englishmen and by Americans now resident there. Sir Henry E. Thompson, of 28 Endsleigh Gardens, Euston Road, London, N. W., is the managing director over there, and at a meeting of the American and English stockholders, held in the London laboratories, on January 4th, he proposed the following advertising campaign for America during the next five years. It is not often that advertising appropriations are arranged for so far ahead, you will admit."

Dr. Snow here handed me a letter from London, bearing the postmark January 11th. It contained a written account of the annual meeting of the Board of Directors of the Slocum Co., and part of it read as follows:

While we are congratulating ourselves upon the very excellent showing of 1898, it must not be forgotten that much of our success should be directly attributed to the bold and aggressive advertising that has been done by the company in America. The good results thus derived must be continued, and my own impression is that, if we increase our advertising appropriations over there, the business of the company is, logically, bound to increase also.

With this idea in view, I beg to suggest, on the advice of several members of this board, that the advertising appropriations for America be set aside for the next five years as follows:

For 1899.....	£60,000, or \$300,000
For 1900.....	65,000, or 325,000
For 1901.....	70,000, or 350,000
For 1902.....	75,000, or 375,000
For 1903.....	80,000, or 400,000

My chief motive for this forecasting the future, as it were, is that the wholesale and retail druggists of the United States may feel an implicit confidence when handling our preparations that their sales are going to be vigorously helped by our advertising. There have been many cases on record where, after a proprietary article had been put upon the market, and some little spasmodic advertising done, the latter was suddenly stopped without any warning, and the druggists naturally found large quantities of the goods on their hands, which they were unable to sell, owing to the demand for them having ceased. For of course all business men know that, inasmuch as it is the advertising that creates the demand, a stoppage will cause the demand to cease.

It is for this particular reason that I heartily approve of the suggestion that we should now lay out a campaign of the future. It will give the druggists of America confidence in us when we tell them what we are going to do, and I am also advised that the newspaper publishers of the United States, realizing the large volume of business which we must necessarily place amongst them, will give us the best rates possible for our advertising.

I therefore suggest that the amounts I have just mentioned be appropriated for the next five years' advertising in America, and ask that the director of our advertising in the United States be empowered to lay out these sums in the leading daily, weekly and monthly papers in that country.

The resolution was passed unanimously, and the meeting then adjourned.

"That means a million and three-quarters of dollars expenditure extending over five years, Doctor?"

"Exactly, or \$350,000 a year on an average. And we'll spend every cent of it, too, and more with it!"

This concluded the interview, except that, in answer to a final question, the Doctor assured me that they never did any "outside" advertising at all, confining themselves strictly to such mediums as went into the homes. "For," said he, "sick people—those who need our aid the most—usually remain at home and don't go out of

doors looking for remedies advertised in street cars and on fences and bulletin boards. All advertising we consider good—some much better."

There is a strong advertising moral in the story of the Slocum business. For about thirty years or more it was in existence, confining its advertising to one or two-inch spaces. In all that time it worked up a business of only about \$20,000 a year. Its advertising director suggested and planned a much more vigorous and more aggressive campaign, and lo! in three short years the business jumps to over half a million annually! JOHN C. GRAHAM.

IN TRADE PAPERS.

As a rule, advertisers in trade papers do not take the care in the preparation of their advertising matter that they should, and the bulk of trade paper advertising could be very much improved.—David Williams.

HIRSH
Umbrellas
1307
Market St.
 Open Ye-Night until 10

HIGH COMMENDATION.

It is well known that the Geo. P. Rowell Advertising Agency advocate low rates for advertising. It seems to be "constitutional" for advertising agents to try to cut publishers to the lowest possible notch, and particularly is this true of the agency above mentioned.—*The Medical World, Philadelphia, Pa.*

We would like to place your advertising in daily papers.

It is probable that we shall secure for you better service and more for the money than you are getting.

We can only convince you of this by a trial.

When you want a good advertisement inserted in a good paper, address

The Geo. P. Rowell Advertising Agency

10 Spruce Street,

New York.

THE TALE OF A COUNTRY GROCER.

By Frank A. Heywood.

"In my experience in conducting a country grocery," says "Hampton, of course," of Woodbury, N. J., "I have found Jones' essays on store management, published in **PRINTERS' INK**, invaluable. I have also found that to deviate from the rules laid down by the Little Schoolmaster in respect to the selection of mediums has usually been to lose money. In a town of 4,000, with twenty legitimate competitors, all of whom have their friends, and with one daily and four weekly papers, one can not afford to use much space; but that fact has developed in

buyer, while programmes are anything else. Nevertheless programmes have won for me a few friends whose patronage has greatly exceeded the prices of the ads.

"My trade-mark, 'Hampton, of course,' was a happy thought. It appears on everything I own or issue. Of late it appears frequently in the society columns of the newspapers. On occasions they state that 'among those who attended the banquet were "Hampton, of course," etc., etc.' In fact, I do not believe there is a man in Woodbury, aside from my banker, who knows my initials.

"Store management' has been my most profitable advertising, however. A satisfied customer is an unequaled supplementary salesman to fifty lines of nonpareil. I secured the regular custom of one man by wrapping a bundle of sausage in a neater manner than a competitor—at least the man said so. As I found him to be a man of good taste amounting almost to sensitiveness, I have always been careful that his tastes should be consulted, and the result has been that he has sent me other customers. To paraphrase a Massachusetts political saying, 'As goes this man, so go all my customers.' When a man once comes in my store I use every effort to have him come again. With children I make it a point to see that they get the apples from the top of the barrel and the candy freshest from the manufacturer. This idea was presented to me by a customer who buys thirty loaves of bread a week, giving me a trial because a competitor always sold his little boy the 'left-over loaves.'

"I have the most expensive store in town. The rent is so high that my predecessor, who hitherto had been a successful grocer, failed. I have two cash competitors within a block, seventeen other grocers in the town, and a weekly delivery from two Philadelphia houses, all of whom have enterprise and good attributes, nevertheless my advertising and my 'store management' have at least given me a success of which I am proud."

SAMPLING.

I do not believe in the wholesale distribution of free samples. Nothing should be given away without some effort on the part of the receiver; even if it be only the sending of a post-card, it is at any rate a proof that for some reason or another, he or she desires to see what the article is like, or whether the statements made concerning it are true.—*Advertising.*

Cereal Foods....

are coming more and more into public favor. They are now so easily and quickly prepared that they are seen on almost every breakfast-table.

You will find only the best brands here, among which are

Cream of Wheat

Wheatlet

Farinose

Germes

and have you tried

CROWN FLAKES

yet—something fine—large package and only 5c.

Used in every way similar to Flaked Rice.

HAMPTON, of course

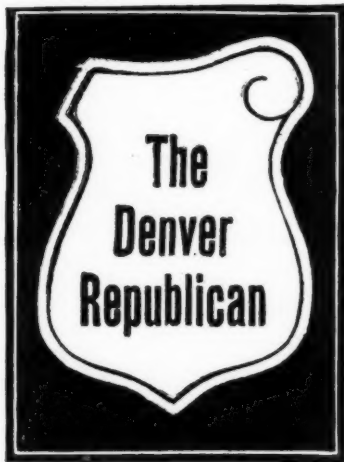
224 SOUTH BROAD ST., WOODBURY

me an aptitude for making the most of my lines. I find that a well-located 'four-inch single-column,' giving reasons why I think I sell better goods at less money than my competitors, is money-earning advertising. These ads I change with each issue, each story telling of a bargain. I issue a 'store news' weekly and patronize the various church programmes as they are issued. In contradiction to the opinion of many experts, I believe that these latter mediums pay, or at least pay in a small town where the inhabitants are virtually of one family."

"Do they pay as well as legitimate papers?"

"I would hardly claim that, as I believe newspapers are text-books for the

RESULTS—THAT'S IT



Could not carry every day the announcements of the best known advertisers in the world unless they got returns all the time—not spasmodically.

**HOME OFFICE,
Denver, Colo.**

***Eastern Agent,
S. C. BECKWITH,
Tribune Building, New York.
The Rookery, Chicago.***

ADVERTISING GAS.

By J. B. Mountjoy.

In most every city a gas company gets all the publicity it wants from a wrathful public, but it is left to the Laclede Gas Company of St. Louis, which furnishes the city and its people with fuel and illuminating gas, to invite patronage through various channels resorted to by the successful merchant. The advertising is clever. Allow me to quote some of the brightest things the company has to say:

Remember that matches are cheaper than gas. Use plenty of matches and you will never complain of your gas bill.

Remember, you use the gas—the meter measures it only, and can not discriminate between gas needed and gas wasted.

By the way, do you carry coal for your health, for the fun of it, or from force of habit?

A woman who does her own work is a very satisfying gas consumer. She does not waste gas and never complains about her gas bills. She attends to her business and lets the gas meter attend to its own—both are satisfied.

Incidentally the gas company is interested in the sale of gas ranges and heaters and incandescent gas lights. The advertising of these articles is generally accompanied by cuts. Subject matter culled from the adman's efforts is here copied:

The Puritan Gas Heater will make a bathroom warm as a toast. We sell them for \$2.

The Vulcan Gas Radiator. They are artistic, economical and comfortable. Scientifically constructed and beautifully designed. A perfect gem for a small room.

The Vulcan Grate, with its ruddy light, makes the home cheerful and bright.

The company issues the St. Louis *Gas News*, published "every now and then in the interests of the public." It is "edited by the publisher and published by the editor." It is an eight-column folio, devoted to gaseous vaporings on the first page. The second page contains thousands of names of users of gas ranges, the third page is taken up with general advertising, and the fourth is devoted to expatiating on the merits of the incandescent gas lamps and names of business houses using them. The paper is a very convincing clincher that the articles advertised are meeting with popular approval, and that gas is better and cheaper than coal as fuel and better and cheaper than electricity as light.

Much space is taken in pushing a Backus Heater which is rented for \$6 per year. Generally the ad is run in verse. Here are samples:

I

Hail, all hail, the Backus Heater!
Nothing nicer, nothing heater;
Other systems aged and hoary;
Blackened cities tell the story.

Wasting fuel, ever smoking,
People of all ages choking,
Welcome to the Backus Heater,
Making life and living sweeter.

II.

An ambitious young man
And a charming young miss
United their lives
In matrimonial bliss.

In their nice little home,
So sweet and so neat,
Each thought nothing lacking
To make life complete.

But the worry and work
With the coal and the waste,
Proved far too expensive
And not to their taste.

So from 1011 Olive street,
Their lives were made sweeter
By warming their home
With a Backus Gas Heater.

\$6.00 a year.

By this continual advertising the number of consumers of gas in St. Louis is greater than any other city in the United States with a like population. Fuel gas is sold at 90 cents per 1,000, and illuminating gas \$1.10, with 10 per cent discount if paid on or before the tenth of each month.

MAPPING OUT ADVERTISING.

An advertising policy ought to be a straight line. The course of the year's advertising should be carefully mapped out at the start, with the goal to be reached definitely in view. One wise old advertiser claims that the only way to pursue an undeviating course is to write out clearly and fully at the beginning all the details of the advertising policy for the year and then, week by week and month by month, compare the situation with this guidebook. He says that if this policy is not pursued the first thing the advertising manager knows he will be pulled to one side and pushed to the other by the argument of every advertising solicitor who approaches him. He will be tempted to wander in side pastures which for the moment seem pleasing and profitable, when his success depends upon his pursuing his determined course with the utmost persistence.—*Advertising Experience.*

ILLUSTRATED ADVERTISEMENT.



"GLASS AND CROCKERY REDUCED 50 TO 75 PER CENT."

THE NEW YORK COMMERCIAL ADVERTISER

**Is the Oldest ----
Newspaper in the City.**

It has been published over 102
years consecutively.

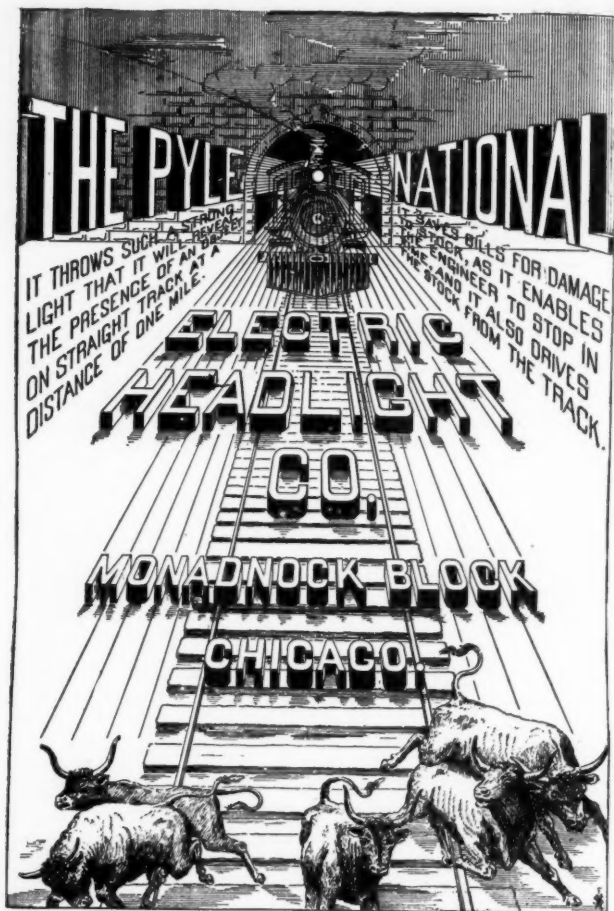
Its circulation is among intelligent
and well-to-do people. It goes into
the Homes of the Children, Grand-
Children and Great Grand-Children
of its Original Subscribers.

These constitute the Substantial
Elements of New York's citizenship.

They constitute also the Best
Clientage of substantial and respon-
sible business houses.

Their Attention can best be
secured through the advertising
columns of

The Commercial Advertiser



AN ADVERTISEMENT FROM THE "RAILWAY AGE" (CHICAGO) OF JANUARY 27. IT IS RARELY THAT A TRADE ANNOUNCEMENT IS AS ATTRACTIVE AS THIS.

EUROPEAN INGENUITY.

Americans are by no means novices in the art of using an interesting story as a vehicle for effective advertisement, but in Europe the process has attained an eminence far in advance of it here. A recent example is found in a letter from Paris to a foreign journal from by no means an obscure writer. In this letter the correspondent in discoursing on wine drinking tells of Mr. Sam Ward, an American, who asserted that he had drunk 10,000 bottles of wine during a lifetime of seventy-two years. This feature of Mr. Ward's career is used to introduce upon the scene a M. Jourdan, of Paris, who asserts that for thirty-four years he has

been drinking two bottles of champagne daily six days in the week. Omitting Sundays, when M. Jourdan abstains, there are 10,264 days in the period elapsing since 1863, and at the rate of two bottles a day this "unflinching convive" has consumed 21,248 bottles in thirty-four years, and "a healthier man with a firmer step does not traverse the streets of Paris." The correspondent considers this an extraordinary record, and "it is not only an evidence of M. Jourdan's splendid physique, but a monumental tribute to the wholesome character of the particular vintage"—here the name of the brand of champagne consumed is given.—*N. Y. Sun.*

"Brightest and Best in the Great Northwest."



WHY IS IT?

Because THE ST. PAUL GLOBE, under its present management, is a better NEWSpaper than ever before, and because it has a clientele distinctively its own, being the Only Democratic Daily and Sunday News-
THAT'S WHY!

Herman, Minn., Jan. 4, 1899.

TO THE ST. PAUL GLOBE:

*** I live in hopes, by the exertion of your and other good papers, that matters may be so adjusted, that Farmers may realize better times in the future. I take a number of papers, but rather have the Globe than all others combined.
C. F. GOODELL.

Moorehead, Minn., Dec. 31, 1898.

TO THE ST. PAUL GLOBE:

Prior to Nov. 15th I was receiving 25 copies of the Globe daily. I am now receiving 100 papers daily. I consider the Globe a winner.
RICHARD ALSOP.

Fargo, N. D., Dec. 31, 1898.

TO THE ST. PAUL GLOBE:

Prior to Dec. 1st I only had 20 regular subscribers to the Globe. I now have nearly 300 and with bright prospects for an increase to 250 during the next two months.
W. P. MORRIS.

St. Paul, Dec. 27, 1898.

TO THE ST. PAUL GLOBE:

We are selling over 60 per cent more Globes than we did two months ago.
MERCHANTS' HOTEL NEWS STAND.

St. Paul, Dec. 29, 1898.

TO THE ST. PAUL GLOBE:

The Globe is a great seller. We have increased our sales 200 per cent in the last two months.
CLARENDON HOTEL NEWS- STAND.

Redwood Falls, Minn., Jan. 18, 1899.

TO THE ST. PAUL GLOBE:

Please increase my order for the Globe. It is selling better with me now than it has for some time, and quite a number of my Times subscribers have changed over to the Globe since the election, probably on account of the Globe's being the only Lind daily in the two cities.
H. WINTER, Newsdealer.

Eastern
Representative
Chas. H. Eddy,
20 Spruce St.,
New York
City.

The Globe Co.
St. Paul, Minn.

Western
Representatives
WILLIAMS & LAWRENCE,
H. Fralick, Mgr.,
87 Washington
St., Chicago,
Ill.

THE NEWSPAPER, THE MAGAZINE AND THE PUBLIC.

The February 4th issue of the *Outlook* contains an interesting interview by Clifton Johnson with Richard Watson Gilder, editor of the *Century*. PRINTERS' INK can find room for only the following extracts:

"I suppose in no country are newspapers so much an integral part of the people's life and thought as here in America. We are, as Mr. Bryce says, the great reading people of the world. You see the contrast if you go to southern Europe, for instance. There, illiteracy is common, and the people depend to a great extent on talk and local gossip for their daily enlightenment. I think we have a greater eagerness than they to know what is going on in the world; and this eagerness is coming to be as characteristic of the women as of the men. Women have the reputation of caring only for the gossip and lighter news of the papers, and the bargain advertisements; but there is a large and growing class of women to whom social movements, civic matters and all public affairs have a very great interest.

"All our city people read at least a morning and an evening paper, and very many read more. In times of excitement there's no measuring a person's capacity for absorbing newspapers. During the war you'd see men go along the streets gathering newspapers as they would currants off a bush. A man would buy several to start with and walk along reading them, and every few blocks he'd buy a new edition just out with the latest.

"There has been a great change in journalism since I began to earn my living in Newark as a reporter on a daily paper. I did police reports and all that sort of thing, and gradually worked up to be managing editor, and, on another paper, part owner, so that I knew the journalism of those days pretty thoroughly. There has been a vast transformation, not only in the introduction of pictures in the daily press, but in the way the papers are managed all through, and in the immensely increased cost of the management. Nor are readers what they were. Then, men and women were common who swore by one paper, and they'd no more think of taking some other paper of a different stripe of politics than they would of drinking

milk on lobster. Now a man takes this or that paper because it happens to be convenient or cheap; and may be because there is no one paper he thoroughly trusts to do his thinking, as used to be the case. That a paper supports a political faith opposed to his own doesn't count with the modern reader. Where a man takes more than one paper he is apt to buy those of different politics purposely in order the better to get the drift of things, or simply to enjoy the thrust and parry.

"The editorial opinion on political movements as expressed in the papers doesn't have the weight with readers it once did. Journalism's greatest power to-day lies in the dissemination of fact rather than in the advocacy of policy. I don't mean to imply that the editorial page has not great influence, but only that this influence seems to be less marked than formerly. We go to the newspapers because they give facts or alleged facts, and an alert modern newspaper does not let its politics greatly injure its news. It gives both sides, and, indeed, prides itself on the impartiality of its reports. You can thus draw your own conclusions independent of editorial opinion.

"The enormous appetite the public has for periodical literature seems astonishing, but it is perfectly natural. One of the strongest traits in the human mind is curiosity. We wake up in the morning and we are curious to know what has happened the day before. The newspaper habit is the result of our attitude of inquiry toward all mankind; it is just the same as is expressed in the words with which we greet a friend—'How do you do?' 'How goes it?' 'How are all the folks?' 'What's the news down your way?' Buying a newspaper is our method of taking the world by the hand and saying, 'How goes it?' That greeting is extended through the newspapers to our neighbors, to our home country, and to all nations; we say 'How do you do?' to President McKinley and to Queen Victoria and to all the other powers and personages. If anything has happened to them, the paper informs us about it. If we don't find Queen Victoria and this or that one actually mentioned, we know that they are all right.

"Art in the daily papers has been greatly improved since it was first introduced. The caricatures are often excellent. So, too, are many of the

drawings from photographs. Really, art in the newspapers is frequently better than it is in some of the magazines—that is, such magazines as confine their illustrations to ordinary photographs which they preserve with all their defects by a cheap reproductive process. I think there is to be a great reaction soon in public taste—that people will tire of photographic reproduction, and that those magazines will find most favor which lead in original art. The tendency will be to raise up real illustrators, of whom there is a lack in America now. We have many bright young men drawing magazine pictures, but the results are too often like easel pictures and without illustrative vitality. It seems, almost, as if the artists knew too much, as if they were too highly trained academically, or else it is that they are unable to forget that training. They think of light and shade, and forget character and expression.

"In criticising the prevalence of the photograph in our periodicals I would not say that its influence on art has been wholly bad. It has had a corrective effect in a certain way, and has made illustrators truer to fact; but at the same time it has made them more prosaic. However, a change is coming. The illustrator of the future is not going merely to pose a young man and a young woman gracefully in a 'north light' and call it a proposal scene. The demand will be for artists who can forget the academic requirements and give us two lovers who are alive in their relation to each other. The 'misfit' joke picture can not stay in competition with real illustration.

"The aspect in which the daily press has changed most within my recollection is in its development and sensationalism. This sensational wave, which started in its most violent form in the West, has now swept across the country from ocean to ocean. But the new journalism is not without its good points. Along with all the sensationalism, the lack of responsibility, the getting together of fake news and the contriving of evident pictorial falsehoods, a great deal of talent goes into the make-up of the papers. The editorial pages, especially, contain a remarkable amount of explicit and expressive writing. I think a most deplorable thing about the present conditions of journalism is that young men fresh from college, who go to

work on these sensational papers attracted by the high pay, suffer degeneration in character under pressure to produce what is demanded by cynical employers.

"Yet, with all its faults, the press, even the sensational press, has certain generous qualities that make it ready to facilitate any disinterested work taken up by public spirited members of the community. The greatest service the press does for civilization is in the searchlight it throws on the dark places. Before there were any health laws in this city there was a tenement-house owned by a prominent member of a popular church, from which came a number of typhus patients. Many of them died. Appeals to the tenement-house owner were unavailing, and the only way found to compel this man to stop murdering people, clean his house, and put it in shape to live in was the threat of publicity. He resisted all argument until Mr. Bryant threatened to publish his name and the condition of his house in the *Evening Post*. That humbled the man at once, and he said, 'I'll do anything you want if you'll keep the matter quiet.' I confess I am a little disappointed with the present searchlight service of the newspapers in connection with our present city government. But if some opportunities are being lost, it will not be for long.

"One of the best tests you can find of the moral caliber of a periodical is in the character of its advertising. By the sense of responsibility shown in the advertisements admitted you may not be able to discern the religious denomination, but you can gauge the moral grade of the proprietorship.

"Readers ought to realize that they themselves are largely responsible for the sensationalism of the daily papers. They can't put all the blame on the speculative proprietors with their rotary presses and cheap processes. If readers are self-indulgent and willing to gratify curiosity by patronizing and helping support a trashy publication, the moral responsibility rests on them as well as on the owners. Publishers will furnish better papers if readers refuse to buy poor ones. We need not carry the sense of responsibility to the point of morbidity, but we should feel it and act accordingly.

"All this applies to magazines as forcibly as to newspapers. The sphere

of the magazine and the sphere of the newspaper overlap, but it is all journalism. The difference is mainly that the magazine, as a rule, gives literature and art prepared with more deliberation and with greater authority. As for sensationalism, you find it in monthlies as well as in dailies, though so far the magazines have shown more restraint than the newspapers. Yet that there are differences in ethical and literary and artistic standards in magazines, as in all other classes of periodicals, is very apparent. The public has a duty of selection here, of course, as well as with the daily press."

INSTALLMENT PIANO ADVERTISING.

At the "Piano Exchange,"

105 W. 33d St., B'way and 6th Av. junction—75 new and used pianos, \$25 up; \$5 monthly.

When the representative of PRINTERS' INK introduced himself to the manager of the "Piano Exchange," he received a very cordial and flattering reception. And beyond a courteous refusal to state what the yearly advertising outlay was, a full and free answer was accorded to all inquiries.

"Yes," said the manager, "either under the name of R. M. Walters, the proprietor, or under that used in this advertisement announcement, we do considerable advertising. We are much in evidence in many of the dailies, to-wit: the *World*, *Journal*, *Herald*, *Press*, *Times*, *Tribune*, *Evening Journal* and *News*. In these we advertise daily, including Sunday, in similar form. But in the Sunday *Herald* as also the Sunday and Monday *World*, occasionally we run to two or three inches of display."

"Is your business dependent on advertising?"
"No, scarcely so, for we have a great number of old customers who return constantly. But our advertising brings in fully 40 per cent of our entire trade."

"Which are your most productive mediums?"

"By all odds the *World* and the *Journal*. We key our advertisements as effectually as possible, and in a way entirely satisfactory to ourselves, and we have found that these two papers run way ahead. But here is a strange fact, our returns from the *Herald*—doubly satisfactory for that reason—are invariably cash sales. Speaks well for the *Herald*, don't it?"

"Are your returns immediate?"

"Yes; that is they come within a week, and I should call that immediate enough, wouldn't you?"

"Do you vary in amount of advertising at times?"

"Yes, our heaviest advertising is done between New Year and say about April. You see, we make yearly contracts, and these begin right after New Year."

"Do you give out booklets or brochures?"

"No, we do not; but we do circularize extensively."

"Any other form of advertising?"

"Well, nothing else, except that we are about using car signs, a new venture; and that we shall renew L. car advertisements, a line that we had abandoned for some time."

"How long have your people been advertising?"

"Since 1847, when the business was started."



FOR SHOE ADS.

"Straight Story of the Year 1898."

AN HONEST COUNT IS THE NOBLEST WORK OF AN HONEST PUBLISHER.

Kentucky, for famed for fair women, horses and whiskey, counts the *TIMES* as its greatest production. It is Kentucky down to its very roots, showing through its printed pages every morning the results of the natural vigor and energy of the people of this most remarkable State. Acknowledged by all to be beyond doubt not only the greatest circulation in Kentucky but in the whole South, and covers this remarkably fertile and productive section of the Middle South. In service to the public and in return to local and foreign advertisers it stands the leader of Southern papers, barring none.

AN ACTUAL AND HONEST COUNT OF THE DAY

LOUISVILLE TIMES

LOUISVILLE, KENTUCKY.

Wm. H. P. SWELL & CO.
Publishers of AMERICAN NEWSPAPER DIRECTORIES, 10 Spruce St., N. Y. City.
SHEETS.—The issues of this paper for one year, from January 1, 1898, to January 1, 1899, actual number of complete copies printed.
Have been so stated below.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1	32,421	32,749	32,484	35,010	...	32,415	32,730	32,543	32,164	32,001	32,416	32,473
2	...	32,315	32,016	35,600	37,893	32,871	32,001	32,557	32,090	...	32,410	32,876
3	32,400	32,806	32,742	...	36,781	32,255	...	32,398	32,153	32,400	32,512	32,991
4	32,170	32,164	32,446	35,100	36,713	32,816	32,708	32,449	...	32,499	32,557	...
5	32,181	32,592	32,974	35,157	36,438	...	32,564	32,112	32,147	32,111	32,411	32,380
6	32,527	36,031	35,703	32,820	32,033	32,170	32,084	32,177	...	32,143
7	32,744	32,052	32,441	35,542	43,794	32,709	32,573	...	32,175	32,096	32,497	32,141
8	32,131	32,135	32,448	35,176	...	32,741	32,131	32,714	32,086	32,091	32,411	32,202
9	...	32,716	32,016	35,515	36,188	32,541	32,095	32,398	32,177	...	32,700	32,190
10	32,172	32,170	32,503	...	35,004	32,116	...	32,119	32,043	32,813	32,118	32,453
11	32,020	32,416	32,707	38,900	34,480	...	32,117	...	32,135	...	32,083	32,775
12	32,708	32,470	32,134	32,015	35,711	...	32,117	32,777	32,777	32,743	32,055	32,557
13	32,454	36,191	35,997	32,747	32,189	32,425	32,178	32,116	...	32,397
14	32,101	...	32,901	32,842	35,570	32,008	32,189	...	32,145	32,320	32,165	32,497
15	32,412	32,053	32,173	34,133	...	32,508	32,799	32,500	32,023	32,556	32,551	32,477
16	...	32,019	32,090	37,140	35,782	32,100	32,170	...	32,108	32,031	...	32,093
17	32,081	32,100	35,519	...	35,864	32,200	...	32,116	32,119	...	32,716	32,593
18	32,106	32,100	32,098	34,907	35,630	32,089	32,113	32,157	...	32,671	32,164	...
19	32,100	32,883	32,911	36,117	34,174	...	32,086	32,108	...	32,718	32,148	32,805
20	32,121	35,829	32,706	32,123	32,028	32,121	32,114	32,854	...	32,700
21	32,103	32,846	32,130	35,619	35,065	32,175	32,175	32,593	32,599	32,080	...	32,591
22	32,108	32,595	32,100	35,480	...	32,091	32,080	32,599	32,091	32,165	32,165	32,541
23	...	32,670	32,128	35,980	32,784	32,068	32,004	32,191	32,616	...	32,151	32,461
24	32,047	32,456	32,158	...	34,007	32,154	...	32,017	32,174	32,196	32,028	32,331
25	32,154	32,102	32,183	36,667	32,702	32,168	32,105	32,194	...	32,096	32,190	...
26	32,178	32,618	34,715	36,147	32,790	...	32,155	32,119	32,418	32,491	32,599	32,772
27	32,143	35,103	35,950	32,156	32,181	32,190	32,095	32,108	...	32,197
28	32,150	32,714	32,066	34,804	32,481	32,031	32,093	...	32,102	32,083	32,112	32,140
29	32,110	...	32,074	35,039	...	32,184	32,191	32,418	32,112	32,106	32,112	32,141
30	32,095	35,485	...	32,117	32,184	32,117	32,108	...	32,087	32,141
31	32,124	...	32,802	...	35,141	32,081	...	32,083	...	32,171
	857,366	863,217	918,744	940,994	918,921	845,681	865,573	873,785	843,777	863,306	868,618	897,810

Total number of copies issued in 1898, - - **10,455,934**

A daily average circulation for January	32,975
" " February	32,497
" " March	32,097
" " April	32,190
" " May	32,348
" " June	32,441
" " July	32,528
" " August	32,060
" " September	32,376
" " October	32,434
" " November	32,416
" " December	32,753

A daily average for 1898 of **33,405**

This is a correct report for the year 1898, and is made in good faith for the purpose of being on file in the office of the American Newspaper Directory and securing so accurate and exact circulation rating in the next issue of that publication. JRO. A. HALDENAN, Business Mgr.

THE S. C. BECKWITH SPECIAL AGENCY,

Tribune Building, New York.

SOLE AGENTS FOREIGN ADVERTISING.

The Rookery, Chicago.

Shoe Linings.

Don't you know that the inside of a shoe is for comfort, the outside for show? A poorly lined shoe is sure to give trouble to the wearer. We have leather-lined shoes and also some with heavy "duck" linings. No fear of either breaking and "curling," no matter how one's feet may perspire.

If you want comfort "inside" your shoes let us sell you a pair. The prices are comfortable for you, too.

BROWN, GRAY & WHITE SHOE CO.

Which Side?

Perhaps your boy wears his shoes out most rapidly on the outside of the soles—the chances are that one side of both sole and heel wear down quicker than the other. We note this by his old shoes, and strengthen the soles and heels accordingly with Perfection Circlettes, which make a shoe last twice as long. And we don't charge anything extra for this, adding 100 per cent of durability to the shoes.

WARE & TARE, SHOE DEALERS.

Our Ladies' Shoes

are built with two objects in view: first, to provide room enough for the foot to fit comfortably inside, and secondly, to give a small and neat appearance to the shoe outside. Only the most skillful shoemakers can effect this double purpose, and even they can not do it without the best of materials.

We make a specialty, however, of making a neat and small-looking shoe that is really roomy enough inside to afford perfect comfort to the tenderest foot.

Style, durability and prices are all right.

SHANNON-LIFFEY SHOE CO.

Tender Feet.

Although we sell all kinds of ladies' shoes, in the most up-to-date styles and the best qualities, we make a specialty of shoes for ladies who are troubled with corns and bunions. They are made on special lasts, and of the most pliable kid. Wherever the corn or bunion may be, we can accommodate it, and still give you a shoe that has a neat and graceful exterior. We don't charge for the extra comfort we give you. Nor style, either.

SHANNON-LIFFEY SHOE CO.

"Too Easy" Shoes.

Shoes that are too large are just as bad for the feet as shoes that are too small. The friction of the foot in a loose shoe produces hard "ridges" along the sides of the sole and destroys the natural shape of the foot.

While our shoes are stylish, durable and well made, we find it necessary to be careful in fitting them, and we pride ourselves on going this with each individual customer, and, consequently, always give perfect satisfaction.

BROWN, GRAY & WHITE SHOE CO.

Little Ladies.

Your young daughters like to wear shoes that slip on easily and fit comfortably. Remember they have not as much patience as their elders. When you are buying shoes for them look at the linings and the buttons. Both are important. See that the buttons are strongly sewn, the linings smooth and not crumpled. A child will run about all day and not grumble about a shoe that is slowly crippling it. It is the parents' duty to look at the inside of the shoes daily. Come and see the kind we sell and guarantee.

WARE & TARE, SHOE DEALERS.

A PUPIL OF THE LITTLE SCHOOLMASTER WHO IS IN THE SHOE BUSINESS SAYS THAT SHOE ADVERTISEMENTS RING SO CONSTANTLY UPON THE SAME POINTS THAT ALL OF THEM ARE VERY MUCH ALIKE. HE SUBMITS THE ANNOUNCEMENTS PRINTED ABOVE AS SPECIMENS OF NEW POINTS THAT COULD BE INCORPORATED. "PRINTERS' INK" PRESENTS THEM FOR WHAT THEY MAY BE WORTH.

NEW CURIOSITIES.

The following advertisement appeared in the *Lady*:

COLONEL'S WIDOW, a great traveler, would chaperone young ladies round the world or elsewhere. Highest references, etc.

The italics are ours; and the references must indeed be very high—or very low—to justify those words.

As a cleverly written news matter advertisement the following requires beating: "An enterprising literary American has just discovered that Julius Caesar was not assassinated for political reasons, as generally supposed, but because in the Senate he passed a disparaging remark on the fitting of the toga of Michael Cassius, which evidently must have been made up by some second-class tailor in Via Sartoris. This, and this only, it seems, caused the tragic fate of the mighty Julius. Suits made at the New Zealand Clothing Factory, Auckland, fit perfectly. Mr. —, the new cutter, gives entire satisfaction. Inspection invited."

An advertisement appeared the other day in a Japanese paper published at Waisan, Corea, which deserves to be rescued from oblivion. It ran as follows:

"A bachelor, twenty-seven years old, without wealth, of quiet disposition, living on a

reasonable monthly income, and having but little parental restrictions, desires to be married to a lady possessed of the following qualifications: (1.) She must be twenty-one years of age and of good health. (2.) Of more than average beauty. (3.) A working knowledge in arithmetic. (4.) A working knowledge in sewing. (5.) Not given to much talk. (6.) Possessed of some property. (7.) Virtuous. (8.) Hater of liquors. (9.) Have little or no parental restrictions."—*Advertising, London.*

STREET CAR CARDS.

It must be striking, that street car card, to attract the attention of the busy thousands who travel thereon day after day. It is a false idea that anything in big type will be sufficient just because it is on the cars. That might do for passengers on a trip of hours—they would be almost forced to read the card, no matter how it appeared. The average street car passenger is on one block and off the next, and the card that catches his eye and bobs up before him with a forceful reminder later on, must be of a design intended for hasty reading. The most said—and said to command attention—in the fewest words is the rule for street car cards. A catchy design or an unusual sentence can not escape even the hurried reader.—*Ad Book.*

NEWSPAPER GROWTH IN BOSTON.

(From the *Boston Journal*, Feb. 3, 1899.)

In 1878 the *Herald* was the only Boston newspaper sold as low as two cents. The *Advertiser*, the *Post* and the *Transcript* were four cents, and the *Globe*, the *Traveler* and the *Journal* three cents. The *Globe* was a new and rather heavy morning paper, and the *Record* had not been started. For a generation the *Herald* had enjoyed the privilege of selling for at least a cent less than any other paper, and as it published morning and evening editions it had practically a monopoly of the low-priced, popular field. Also it was the only daily paper publishing a Sunday edition.

Therefore it was not strange that with a daily output approaching 120,000, the *Herald* was able to say truthfully, at any rate the statement was never questioned, that its circulation was twice as large as the combined circulations of all other Boston daily newspapers. This, as we have said, was about 1878.

In that year the *Globe* was turned into a two-cent paper, modeled in all respects upon the *Herald*; and soon after, the *Sunday Globe* was established. The *Herald* regarded this attempt to intrude upon its territory as a joke, impudent, but yet a joke. It secured a share of *Globe* stock, and for a time the meetings of the stockholders of that paper were attended by the member of the *Herald* staff whose regular duty was the reporting of business troubles.

For half a dozen years the *Globe* struggled and the *Herald* jeered. But the *Globe* was securing a circulation, daily and Sunday, which, after awhile, became so considerable that its publisher decided to print the figures. Month after month they drew nearer to the *Herald's*, until at last the two papers were almost even, and it seemed as if another month might put the *Globe* ahead.

Then it was that the *Herald* was first tempted to mark up its own figures, justifying the deception by charging that the *Globe* was not acting fairly. That was about 1887, and from that time until the present day the *Herald* never has printed a truthful statement of its circulation.

From December, 1888, to December, 1894, the published figures of the

Sunday circulation were raised from 98,407 to 128,459.

From December, 1894, to August, 1895, the published figures of Sunday circulation were raised from 128,459 to 174,501.

That is to say, an ostensible increase of 30,052 in six years was followed immediately by an additional ostensible increase of 46,042 in eight months.

This may seem incredible, but the figures are to be found in the files of the *Herald*, as follows:

December, 1894.....	128,459
January, 1895.....	131,112
February, 1895.....	137,975
March, 1895.....	144,117
April, 1895.....	158,093
May, 1895.....	165,769
June, 1895.....	167,629
July, 1895.....	171,289
August, 1895.....	174,501

Why do we stop with August, 1895?

Because at that point the *Herald's* figures stopped, and none appeared again for sixteen months. The reasons for the suspension of statements covering an apparently marvelous growth of circulation are interwoven with matters of history and policy which we shall endeavor to explain.

The motive of the first falsification of figures by the *Herald* was pride. Even in 1887 the *Herald* had not awakened to the magnitude of the danger which threatened it from the *Globe*. It was rich, apparently impregnable, and was reveling in a prosperity which did not reach its highest point and begin to decline until 1892. But it could not bear to have its figures surpassed, as a matter of pride, especially as it suspected the truthfulness of the *Globe's* figures; and so the long and crooked road was entered upon, from which now there is no release except through confession and reparation which would be ruinous.

In 1893 and 1894 prosperity seemed to be waning with the *Herald*. The *Globe* confessedly had outstripped it, and the *Sunday Post* and the *Sunday Journal* had been established. There was deep dissatisfaction on the part of the stockholders who were not in the active business management. In vain were the circulation figures raised 46,042 in the first eight months of 1895, as against 30,052 in the preceding six years, for it was at this time that one of the dissenting stockholders remarked sarcastically:

"I used to be able to tell accurately in the old days what the circulation

was by the cash receipts from circulation, but now the cash receipts seem to bear no relation to the circulation figures."

In September, 1895, the full business management of the *Herald* was committed to the editor, who was also treasurer of the corporation. The gentlemen in whose hands the business management had rested retired. New men entered the counting-room. One of their first discoveries was the fact that the *Herald* while printing less than 100,000 papers daily and Sunday, even in 1895, was claiming on its editorial page that the circulation of the daily was 168,086 and of the Sunday 174,501.

The details of the methods by which the false figures had been prepared were under their eyes. They had to choose one of three courses:

Carry on the deception by raising the figures from month to month.

Or print the true figures with disastrous results.

Or drop out the figures and say nothing.

The last named was the course which they chose, and the monthly statements of circulation which the *Herald* had been the first paper in Boston to print and had carried on for nearly twenty years disappeared in the last four months of 1895 and the whole of 1896.

The dissatisfaction continued, and with January, 1897, the stockholders who had previously retired returned in full control of the business affairs. Then the publication of monthly circulation statements was resumed. The last figures previously published had been for August, 1895, when the circulation of the daily was stated to be 168,086 and of the Sunday, 174,501. The intervening year had been the

year of the great national election of 1896. All newspaper circulations had increased largely and the management of the *Herald* ad interim had been lavish with money and labor in the effort to build up its circulation.

Nevertheless, the new figures printed for January, 1897, were for the daily, 140,803, as against 168,086 in August, sixteen months before, or a loss of 27,283; and for the Sunday, 132,181, as against 174,501 in August, 1895, a loss of 42,320.

In the year 1897 progress with the figures was made cautiously, but by December the daily had been raised from 140,803 to 165,110, an increase of 24,307, and the Sunday from 132,181 to 152,032, an increase of 19,851.

In other words, the public was asked to believe that the daily, which had confessedly lost 27,283 in the year of the national election, had gained in 1897, which was a year without exciting news, 24,307; and the Sunday, which had lost 42,320 in 1896, had gained 19,851 in 1897.

But the climax of audacity was to be reached when the daily, which the returning business management had started in January, 1897, at 140,803, was represented as having reached in December, 1898, a circulation of 191,759, an increase of 50,956; and the Sunday as having gained 52,498, from 133,065 to 185,563.

Oh, Boston, Boston, Boston, Boston;
Boston, Boston, Boston;
Boston, Boston, Boston, Boston;
Boston, Boston, Boston.

SACRAMENTO.

There is in the United States no town of the size of Sacramento (33,000 population) which does so much or such intelligent advertising; no town where the public so readily respond to good advertising; and no town whose business shows in the various lines such marked results therefrom.—*Sacramento (Cal.) Bee.*

PRINTERS' INK: recognized as
the great advertising authority.

—*St. Paul Dispatch.*

PRINTERS' INK.
THE SUGAR BOWL.

21



THIS IS THE "PRINTERS' INK" SUGAR BOWL, TO BE AWARDED BY THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING TO THE PAPER PRINTED WEST OF CHICAGO THAT, ALL THINGS CONSIDERED, GIVES THE ADVERTISER BEST SERVICE FOR THE MONEY DEMANDED OF HIM.

WHO GETS THE SUGAR BOWL HAS NOT YET BEEN ANNOUNCED.

A LONDON DIFFICULTY.

When certain firms of bacon curers determined to bring their specialties prominently before the public by newspaper and other means, they were not guilty of anything particularly original, and were certainly entering upon a justifiable course from the point of view of their own interests. This step has nevertheless failed to commend itself to bacon cutters, one of whom writes: "If this advertising direct to the public is allowed to continue it will not be long before bacon will become a proprietary article, and the profits from handling it will be infinitesimal. From another point of view the system, if it grows, will have a most baneful effect, not only upon the trade, but upon the public interest; for it is easy to foresee that very soon many traders, especially the smaller ones, in endeavoring to supply the advertised article, will be unable to keep other cures in stock; the advertisers will thus have a practical monopoly, the small curers will be snuffed out, and healthy competition will cease." We do not quite see how the retailers can prevent the curers from advertising. One method, however, is suggested by the correspondent, who says: "I strongly urge every cutter of bacon to withhold his order from firms who advertise in the public press until the advertising ceases, and I would further urge the members of associations to bring the matter before their organizations with a view to prompt and united action." There are undoubtedly a large number of proprietary articles in the gro-

cery trade already; but the circumstance is to be noted that it is chiefly advertising which has given these articles a strong position. If the advertising bacon curers create a continuous public demand for their wares, it seems next door to impossible for retail bacon cutters to refuse to stock what customers want, and what they are urged to "see that they get."—*London Financial News*.

J. J. BURNS.

Years ago one J. J. Burns ran a little two-by-four newspaper at Spearville, Ford County, Kansas. By some means Burns got into the railroad business in the years when Kansas was booming and made a fortune. Later he went to his old home in Michigan and lost his fortune as suddenly as he made it. After becoming flat broke he went to Elkhart, Ind., where he invented what is known as butter-milk soap, and his fortune is again estimated at a million. You can't keep a Kansas man down when he goes after anything.—*Leoti (Kan.) Standard*.

"I CAN sell goods without advertising," say one class of business men—so-called. So they can get from Washington to Baltimore by riding a horse or going afoot; but the man who takes the cars can get there a great deal quicker and much more easily. Advertising is to any kind of business exactly what the railway is in transportation.—*Agricultural Advertising, Chicago, Ill.*

ADVERTISING ROUND THE WORLD.

V.—NEW ZEALAND.

New Zealand is the name of two islands not quite so near to Australia as most people believe who have only studied the subject by looking casually at a map of the world, where twelve hundred miles do not cut much of a figure. It is a fruitful country, with a good climate and a population of about 720,000, chiefly Scotchmen. Therefore it is a part of the world where keen bargains are in order. But the trade is worth having. New Zealand imports about sixteen million dollars' worth of merchandise from England every year, and taxes it from ten to forty per cent. Silk hats and patent medicines are among the things charged at the latter rate. Clothing, dry goods (except cotton), furniture, soap, stationery and zincware pay twenty-five per cent on their selling value at wholesale; bicycles, carriages, clocks, cotton goods, cutlery, jewelry, photographic materials, canned goods, toys and umbrellas (to mention only things likely to interest readers of this journal) are among the objects taxed at twenty per cent. Most everything pays a stiff duty, food stuffs not excluded.

The tariff is about the most interesting thing in New Zealand, both to the intending trader and the student of ingenious administration—to the former, because he has got to adjust himself to it or retire from business; to the latter, because of the skillful way in which the Custom House "gets there" no matter what is done. Because this tariff is for revenue. They don't mind it being protective as well, if Heaven so decree; but revenue is what they are after. Consequently, if you think to get over the tariff by doing part of your manufacture on the spot, you get left. They clap an excise duty on you, which the Customs Act provides for; and this notwithstanding that you may have already paid duty on your raw material.

Consequently I can not recommend New Zealand to any one desirous of starting a branch office; but the country is all right to advertise in, provided you can get the importing houses to handle your stuff, paying the duty themselves and fixing their own prices.

It is best, at the outset anyhow, not to advertise prices. The people expect to pay at rates that will cover duty. Commodities are dear, and labor proportionately so. Thus the high rates necessarily charged in the stores do not restrict trade so much as one would think who looked at the field from a distance.

The chief industry is sheep farming for wool and mutton; but the colony exports a million and a half dollars' worth of flax annually, and nearly four millions' worth (I was assured) of Kauri gum, whatever that may be.

There remains only one other thing to be told about New Zealand. A friend of mine, who represents a big American concern, goes through the colony once a year or so. Formerly (by the way) a commercial traveler visiting New Zealand used to pay a tax of \$250 a trip, but this is now abandoned—one of the many reforms introduced by Mr. Seddon, the present premier, much the most able and enlightened statesman the colony of New Zealand has produced. But, to return to the story. Among the people whom my friend used to call on was a druggist, a live man, with ideas beyond his fellows. Among these ideas were newspaper advertising and window tickets. He used to run an ad with a bright "brainy" catchline or two in it, and hang out his store window with neatly stenciled cards (they are primitive in New Zealand yet; besides, they're largely Scotch, and stencil is cheaper than print); these cards reproduced the catchlines. But what used to strike my friend was the excellence and endless variety of the latter.

One day he asked the druggist about them. Said he: "How do you think of all these things?" The man of medicines looked round to see that no one was listening or looking. Then he said: "Well, I don't mind telling *you*, but don't give it away to the other fellows. I get 'em out of here." So saying, he unlocked a drawer and exhibited about a year's copies of PRINTERS' INK. "Get one of 'em every week, see?" he explained.

New Zealand has no newspaper of great and outstanding excellence, but it has a fair number of middling ones.

Rates are high, like everything else there, and printing is pretty bad. You must not send out half-tones, not even sixty-line screen ones, and expect them to print otherwise than as a blotch.

America I mean to designate the North American continent, not the United States alone. There is good advertising done in Canada.

T. B. RUSSELL.

It is a growing country and a market that can be cultivated, but the immediate profits to be looked for are not large. Presently it will be a market worth having, however, and the early birds will likely catch the worm. What marks the progress of the country is the way it has lifted itself as a country from the horrible financial condition it was in not many years ago, until it is to-day about the most prosperous colony in the Southern Hemisphere. If you think awhile it will be evident that a country capable of this must be a country that will inevitably amount to something some day, tariff or no tariff.

The Islands of Fiji have one or two newspapers and can be worked from New Zealand, or preferably (for you) from Hawaii. The latter place is interesting and will go ahead; and now that it is under your own flag (I was present at the annexation) you ought to get all the trade. You had most of it before. There are a number of retail stores held by Chinese and Japanese. The native Hawaiian is a native; and that's about all there is to him.

This brings to an end the information which a trip around the world afforded to a modest student of the art of advertising. I knew before I started that the best advertising all came from America; nothing that I saw on the journey tended in the least to shake that belief. When I mention

WHERE BREVITY IS UNNECESSARY.

I don't believe it pays to be brief in describing your business in circulars, books, pamphlets, etc., prepared for free distribution. In fact I am convinced that it don't pay to be brief, because the most successful users of advertising for free distribution prepare booklets and pamphlets containing all the way from twenty-four to sixty pages of matter, set almost solid. The heaviest newspaper advertisers issue the largest booklets, etc., for free distribution. An advertiser can display prominently the name of his goods and its makers in the newspapers, billboards, etc., etc., but people want to know more, they want details, which can not be prominently displayed in newspapers or billboards. A well written book or pamphlet gives all these details. It is a personal advertisement of one firm only and can explain thoroughly and at length why the goods are the best and what they are really for, and quote testimonials, etc., etc., at but small cost. A person sees a certain remedy advertised in a newspaper constantly, and remembers the name, so that when he receives a pamphlet describing the merits of the remedy he has noticed so often in the newspapers, he begins to get interested, and nine times out of ten he reads the pamphlet from title to end, and the pamphlet induces him to give the remedy a trial and mention it to others. Matter issued for free distribution should, in my opinion, tell it all and leave no room for doubt or further information.—*The Novelty Guide*.

THREE-SCORE YEARS BEHIND THE TIMES.

Mr. Munsey, in taking his position in respect to advertising agents and the commissions the agents have received, explains that "it will be the opening wedge in breaking down a system that has outlived its proper span of life." If Mr. Munsey will think this matter over he will see that he is three-score years behind the *Sun* in this matter. The *Sun* took the same stand sixty-two years ago—not only took the stand, but stood, and to-day stands, on the ground that it then took.—*Baltimore Sun*.

MANY medical practitioners have made special studies in certain lines or classes of disease, yet the general public do not know it. Why should a specialist refuse to advertise his specialty?—*Fairerson (N. Y.) Press*.

Anybody that is in any way interested in advertising must read PRINTERS' INK. There is no "royal road to fortune," but the Little Schoolmaster helps to smooth off rough edges on the way to advertising success. It has given me invaluable information.

CHAS. Z. DANIEL,

Adv. Manager H. & D. Daniel

HARTFORD, Conn., Feb. 5, 1898.

TYPEWRITER ADVERTISING.

"What is your advertising outlay yearly, Mr. Miner?" was asked the proprietor of the Typewriter Headquarters.

"\$3,500," was the prompt reply. "But in our case that is a very deceptive amount. Actually the advertiser in general who spends four and five times the figure is not more in evidence. For we only take a half inch—never more—and that places us in a pretty good list; \$2,100 of the amount goes to magazines; the remainder we place in the dailies."

"In which?"

"Oh, in most of them—all that we have any faith in."

"These, of course, include the *Herald*, the *World* and the *Journal*?"

"Yes, but our returns from the *Herald* are very unsatisfactory indeed. That is perhaps because its readers are not looking for second-hand things, to be fair to the paper. But the *World* is by far our most effective medium, and the *Journal* makes a good second."

"Can you give data?"

"No, we do not key our ads, but that is the

TYPEWRITERS RENTED. \$2.50 monthly; finest Remingtons in the city; 500 machines; all makes; kept repaired free. TYPEWRITER HEADQUARTERS, 102 Fulton St.; Telephone 1411 Cortlandt.

consensus of the opinions of all connected with us."

"Which of the magazines on your list serves you best?"

"They are all good to us, but we think the *Cosmopolitan* best."

"Are you in any other classes of mediums?"

"Yes, we are in a fairly large number of religious and agricultural publications. Our aim is to reach a fairly well educated class—the lawyers, doctors, merchants and ministers throughout the country. Outside of the city we sell our goods; in the city, we do a rental business mainly. I wish to amend one statement I made, and say that once in a great while we depart from the foregoing ad. By the way, we never go into the afternoon papers."

"Why is that?"

"We believe the afternoon papers of absolutely no benefit to us. The morning paper is read when the reader's thoughts are inclined to business, and generally on his way to it. Hence we catch him at the right time—a moment when, if ever, he is open to our proposition."

WHERE BATTLES ARE LOST.

In this pushing, hustling age, people forget to-morrow what happened to-day. It is only by repetition, by constant hammering day after day, week after week, month after month that one may expect to keep in range of the public eye. More advertising battles are lost by "letting go" at inopportune moments for a few weeks or a few months than from any other one cause. As the bull-dog's grip tightens when his antagonist is uppermost, so one's advertising grip should become firmer as one sees the wave of business depression towering above.—*Keystone, Philadelphia, Pa.*

IT IS GROWING.

The practice of advertisers buying and keeping in the newspaper office for their exclusive use a certain particular style of type or border is growing in country as well as city offices. The idea is a good one and in line with modern advertising thought. Individuality is a desideratum.—*New England Editor.*

IN DULL SEASONS.

In dull seasons advertise sparingly and consecutively but continuously.—*Chicago Apparel Gazette.*

QUEER ADVERTISEMENTS.

A Western farmer advertises for a woman to "wash, iron and milk two cows."

This is an advertisement from the columns of an English court journal: "Blankets! Blankets! Blankets! For domestic and charitable purposes of every description, quality, size and weight."

The following advertisement is from an Australian paper: "Wanted, a young woman (the plainer the better) to help a small, genteel family in their domestic matters; one without ringlets preferred."

An American paper published in Paris recently contained the following advertisement: "A young man of agreeable presence, and desirous of getting married, would like to make the acquaintance of an aged and experienced gentleman who could dissuade him."

Here is a specimen of domestic advertising from the columns of the London *Times*: "Mrs. George Ashton, 5 Victoria street, Westminster, takes this opportunity of thanking her numerous friends for their kind letters of sympathy on the dissolution of her marriage."

The court of Schleswig-Holstein once issued the following curious notice: "At the request

of Herr Peter Lohman of Altona, the seaman Dietrich Lohman, who was born in Kirchmoor in November, 1848, and was drowned on the journey from Stockton to Hamburg while sailing in the ship Bertha Jenny, is hereby called upon to appear before this court and report himself on or before Friday, Jan. 20, 1893, at 11 o'clock p. m., under pain of being declared dead."—*St. Paul Pioneer Press.*

THREE CLASSES OF ADVERTISERS.

Advertisers, for convenience, may be divided into three large classes, which, however, are not absolutely distinct, for the one sometimes extends into the province of another. The local advertiser is the one whose efforts are confined to advertising in his own city and contingent territory, depending upon the patronage of his customers from personal calls, or in this age, from orders coming over the telephone and occasionally by mail. These advertisers are the largest users of space in the local publications.

The general advertiser does not, as a rule, sell direct to the consumer. His idea is to influence the consumer to purchase his goods from the retailer, only supplying them direct when they can be obtained in no other way.

The mail order advertiser is of more recent origin than either of the other two, and has in the last year shown a more remarkable growth. It is he, with his far-reaching influence, accruing from the use of publications of national circulation, who has invaded the field of the country store, the small merchant and to a certain extent that of our city stores, although some of these latter maintain departments for mail order trade which are quite successful. With only a catalogue for a salesman, he receives his orders by mail and ships his goods direct to consumers in all parts of the country, often, indeed, supplying whole families with the luxuries as well as the necessities of life.—*Chicago (Ill.) Record.*

SECURING PICTURES.

It is a good plan to use good pictures. The question of expense ought not to be a deterring one, because the outlay need not be very large. Have only a few engravings made at a time and afterward when a number of them have been acquired they can be used repeatedly if desired. In the lines, particularly, where there is no great or marked change in designs and patterns, this can be readily done. The jobbers are very lavish in the use of engravings and would doubtless be willing to furnish some to retailers.—*Shoe and Leather Gazette*

The "Times" Talks

Send for a sample copy of The Times. Note the advertisers of national repute who use its columns. Note the way local advertisers patronize it. Compare the quality and amount of advertising it carries with that carried by any other daily paper published in the world. If you will send for a copy and make the comparison, something will dawn upon you. Perhaps it will be the fact that, for the rate charged, The Times offers a better field for live business to work in than any daily published in America, with one or, possibly, two exceptions.

WILLIAMS & LAWRENCE,

50 Tribune Building, N. Y.
York, N. Y., and 87 Wash-
ington St., Chicago, Ill.

EASTERN AGENTS.

**THE TIMES, LOS ANGELES,
CALIFORNIA.**

JOHNSTON'S Big Postal Card

I am doing a land office business in the big postal card line. If you want to keep within hailing distance of the band wagon of prosperity you should order at once. My mill manufacturer says if I keep on he will have to branch out to fill my orders. His great trouble is not being able to get trains enough to ship it to me fast enough. He says I am cornering the Manila market.

They are the cheapest, best, most popular and profitable advertising scheme on the market. They are selling like hot cakes to progressive, up-to-date advertisers in every State and Territory. People who have used them are doubling their orders.

Printers who order them in 5,000 lots at \$2.50 per 1,000 get \$2.75 per 1,000 readily, thus making 10 per cent. Pretty good profit on stock nowadays, eh?

I am giving better, thicker stock at less money than my competitors. On a pinch I could sell them stock and still make money. Every card I sell carries my imprint. Every card secures another order. Every order means so many more hustling salesman out canvassing for me.

I have placed big contracts with my mill and am prepared to do an enormous postal card business from now on since business has resumed. I ship 1,000, 10,000 or 100,000 with as much alacrity and as little trouble as I write this advertisement.

I make a specialty of not only selling, but writing, printing and mailing these cards, right here in New York, as well, thus saving you trouble, annoyance and shipping charges.

My unsurpassed printing facilities enable me to offer you better prices than any one else. I will write a breezy, strong advertisement for your postal in Johnston's best style for \$2.50.

My prices are: **1,000 for \$2.75; 5,000, at \$2.50 per 1,000; 100,000 at special prices**, all depending on whether I do the printing or not.

In ordering send full shipping instructions. Look up your rating in Dun's or Bradstreet's. If you are O. K., send your order and I will send bill payable on receipt of goods. If you are not rated good, send me the money or I will not ship goods.

WILLIAM JOHNSTON,

Manager Printers' Ink Press,

10 Spruce Street,

New York City, N. Y.

Follow the Crowd

and you'll make no mistake. *Good* advertisers know where to go to get *Good* advertising.

**The
Boom
is
on!**



Everything Came Our Way

in January. Biggest month's business in our history. Lots of good customers of the right kind. Business men are appreciating the value of *Our Kind* of advertising more and more every day.

Did You Join the Crowd?



**The
Boom
is on!**

Brooklyn had its share of prosperity. Business in our Elevated Railroad system was simply phenomenal. Better get in line with the rest of the advertisers if you want the best advertising that can be done anywhere; only one rate.



**THE
BOOM
IS ON!**

Our Address is 253 Broadway,

Postal
Building,
Offices.
see you—
will show
methods
some
tising in-



Telegraph
Ground Floor
We want to
the interview
you our
and you'll get
good adver-
formation.

We'll Call on You if You Can't
Call on Us.



Geo. Kissam & Co.
253 Broadway,
New York.

NOTES.

MR. JAMES B. KIRK is now associate editor of *Profitable Advertising*.

THE *Furniture Journal* (Rockford, Ill.) publishes in each issue "ready-made ads" for furniture dealers.

THE *American Soldier* is being published at Manila. The *Havana Advertiser* is issued by Geo. Eugene Bryson in Havana, Cuba.

"DAME NATURE doesn't guarantee the teeth she supplies. We do," says the ad of the New System Dental Parlors, Xenia, Ohio.—*National Advertiser*.

THE Louis C. Bohle Livery Company, undertakers and embalmers of St. Louis, usually contract for a position for their ads just above the obituary notices.

OTTO KNEY, a printer, of Madison, Wis., issues at twenty-five cents a treatise on the preparation of souvenir mailing cards which may be of interest to printers.

THE "Glove Trade Directory" for 1899 has just been issued by O. H. Bame & Co., of Gloversville, N. Y. The directory can be secured for \$1.—*Shoe and Leather Gazette*.

THE February 1st issue of the *Bookseller, Newdealer and Stationer*, published semi-monthly, at 156 Fifth avenue, N. Y., at \$1 a year, contains a complete list of the books issued in 1898.

AN enterprising typewriter agency in England makes a practice of opening temporary offices handy to all conventions, conferences, etc., and notifying the members that it is ready to save them work.

GEO. KISSAM & Co., who do about all the street car advertising that is done, assert that in January, 1899, they had the pleasure of booking more and better contracts than in any previous month in their history.

AN automatic piano-grinder in Philadelphia has his machine decorated with a placard which states: "The melodies played by this instrument may be purchased at the Chicago Merchandise Co.'s store for 9 cents each."

T. J. CAREY, of 23 Duane street, New York, has just issued two new books, especially adapted for premium purposes, viz.: "Travelers' Varns" and "Cushing in a Nut-Shell," handsomely gotten up in Carey's usual style.

THE San Francisco Board of Supervisors has passed an ordinance levying a license of five cents per square foot per month on all billboards and fence advertising signs over twelve feet high, and also those on or above dwellings.

THE "Sunset Limited" issues a large and handsome folder illustrating how, by utilizing its facilities, the Oregon's voyage from San Francisco to New Orleans, which took the Oregon sixty-eight days, can be accomplished in seventy-eight hours by rail.

IN a Duffy Pure Malt Whiskey ad published in a New York paper the last day of last year appeared the following paragraph: The day following he was in bed, with physicians shaking their heads, and the third day he was dead from pneumonia, which he failed to take in time.

A novel advertisement is used by Hanford Bass, a Hilton coal dealer. If he sells 1,000 tons of coal during the year, he promises to give \$100 to the churches of Hilton. From the large number of new customers attracted, the churches feel sure of the \$100.—*Rochester (N. Y.) Chronicle*.

IT is a common device of department stores to fit up a window as a dining-room, chairs, sideboard, silver, linen—in fact, almost everything except food. A London merchant improves upon this by advertising that he and his

family would dine in the window on a certain evening, in the full sight of everybody who cared to look on.—*National Advertiser*.

A SERIES of silhouette advertisements of Geo. Kissam & Co. in this week's issue of PRINTERS' INK are original creations of Mr. Edmond D. Gibbs, who also wrote the reading matter, where he sets forth in terse phraseology the plain, truthful statement of the business now being done by Geo. Kissam & Co. When Gibbs has a statement to make he never stops half-way.

MANAGER GEORGE W. LEDERER, of the Casino Theater, New York City, offers a prize of \$100 for a suitable title for the portion of the Olympia, formerly known as the Olympia Music Hall, which will open Monday night, April 3d, with the new spectacular extravaganza entitled "The Man in the Moon." A limitation of the competition is that submissions shall not embody the designation "music hall."—*National Advertiser*.

HERE is an ad somewhat out of the ordinary which is running in the St. Louis *Post-Dispatch*:

BENJAMIN BONEAU, ex-County Judge and Justice of the Peace; office in the Court House, Belleville, Ill.; marriage ceremony performed strictly on the quiet; look out for fakers when you land on the Public Square; inquire of the officials and reputable citizens to avoid imposition and deception.

"SOME advertisers will slap a 'sticker' on about everything in sight in order to introduce their wares," said S. H. O'Callaghan, a Philadelphia conveyancer, to a PRINTERS' INK correspondent the other day. "But the most curious thing I ever saw in the way of 'sticker' posting was in a Chestnut street museum of anatomy, where some one had pasted across the pelvic bone of one of the exhibits a sticker bearing the words, 'Use O. K. Specific.'"

AN American newspaper named *Freedom* has been started in Manila. There is no telegraph news. The local matter includes obituaries of soldiers, announcements of large meetings, report of a baseball game and a band concert programme. There is a pretty good showing of advertisements, some of the native merchants buying space. A display of Schlitz beer gives the paper a homelike American look. *Freedom* is published twice a week.—*National Advertiser*.

THE Chicago district of the Federation of Women's Clubs has begun a crusade on the practice of using pictures of women's faces and figures in magazines, newspapers and billboard advertisements. The legislature will be asked to enact a bill to the effect "that all publishers, public entertainers, manufacturers and tradesmen of any kind shall be forbidden to use the face, form or any portion of the figure of women for advertising purposes in either suggestive or immodest or immoral manner."

A CORRESPONDENT of PRINTERS' INK writes: The clothing cappers of New Orleans are negroes, and generally plantation hands who wait at the railroad stations for the sugar hands coming in, or even visit the plantations to steer the negroes into the right stores. When a sugar plantation closes work, from 100 to 300 negroes, with from \$100 to \$300 each, go to the Crescent City to "blow themselves," or lay in a season's supplies, and it pays well to get their trade. The capper gets ten per cent on all purchases made and works hard for it.

IT is reported that an experimenter in Paris has succeeded in printing with the Rontgen rays. The paper was made sensitive as it is for ordinary photographs. On top of a pile of the paper was placed the design to be copied, prepared with a special kind of ink; the pile was

exposed to the Rontgen rays for a few seconds; and after developing and fixing each sheet was found to bear a clear copy of the original design. By placing the paper between two tubes giving the Rontgen rays, the inventor has been able to print on both sides of all the sheets at once.

THE Chicago *Wake-Up*, published at 42 River Street, Chicago, is a curious sort of publication which makes the following claims: The only Job Lot and Bargain Paper in the United States. Published in the interest of Grocers and General Merchants, giving a list of Sheriff Sales, Goods Damaged by Water and Fire, Goods Injured in Railroad Wrecks, Overstocked Manufacturers' Goods, Uncalled-for Express Goods that Must be Sold at a Sacrifice, Broken Lines of Goods from Retiring Merchants, Surplus Goods in the Hands of Brokers, etc., etc.

CALLS THEM LIES.

"No trouble to show goods."

This silly lie has appeared in more than forty million advertisements, and is a most ridiculous statement. Anybody with an ounce of brains knows better. It is trouble and expense and bother to show goods, and if no purchases were expected, no goods would be shown. We have never known a case where a store was opened simply to show goods. Advertisers should leave that old stereotyped lie out of their announcements, and substitute some fresh lie in its place, if they have determined that they must lie.

"Money cheerfully refunded."

This is another infernally ridiculous lie, more absurd, if possible, than the first one mentioned above. Merchants may under certain circumstances refund money and take back goods, but that they can or do do it cheerfully is a false statement. After they have been to all the trouble to sell an article and deliver it, they expect that transaction is closed, and to have to go to the still further trouble of taking it back, giving up the money paid for it, and losing the profit they have made, and having instead to stand an actual loss, to cater to the whims of some silly woman, or crank of a man, is not calculated to inspire feelings of cheerfulness in any merchant on earth. If you want to get a reputation for veracity leave the "cheerfully" out, and simply say, "money refunded if requested."—*National Auctioneer*.

A PERPETUAL SCHOOL.

The dailies, weeklies and monthlies of our country wield a wider influence than the pulpit, and perhaps even than the schools; for the press is a school we all attend every day in the week from the time we learn to read to the end of our lives.—*Outlook*.

CLUTCHING THE MEMORY.

"How to get hold of the average human memory?" is a question that must ever be prominent in the minds of thoughtful advertisers. They know that not only must their advertising attract attention and arouse interest, but it must be presented so strongly as to make a deep and lasting impression on the minds of readers. That many advertisers do succeed in impressing their name and business on the memory of people is proven by the fact that, when passing along any of our principal streets, many familiar names on shops and warehouses are seen, and were a stranger to solicit some information regarding the nature of the business of any one of them, the likelihood is that no difficulty would be experienced in getting it, although the person addressed may never have been within any of the houses inquired about. The wide-awake advertiser is well aware that the knowledge people have of his business is gained, to a great extent, from the information he has given them, and that they would know very little of him or his business unless he made a liberal use of the facilities afforded by the newspapers. Day after day he there presents to its readers some salient feature of his business, and by careful attention to his advertising, keeps his name and business firmly impressed on the human memory.—*Art and Advertising*.

THE CURRENT.

The world is always changing. It is not safe to rely on the habit of your customer to do business with you and send his friends to you. The habit needs constant renewal or re-enforcement. Children are growing up and graduating into adult life; newcomers are arriving. If you cease to add new forces to the current which bears your way, it will lose strength and finally be diverted into other channels. The woman who read your advertisement three or four years ago, became your customer, liked your methods, brought her little circle to you and came and sent so regularly that you grew to regard her as yours "for keeps," may fall under the spell of another advertisement writer or under the influence of another woman of greater personal force or higher social prestige. Cast your net into the sea for that other woman and you will probably get both. Do not let the tide turn against you. It may never return. And you never know in these days of commercial rivalry, how small an influence may change the current of your business life for or against you.—*Des Moines (Ia.) News*.

THERE is nothing in the known world that possesses any claim to being an article of commerce that may not be successfully advertised.—*Agricultural Advertising*.

MR. OSCAR E. BINNER, the well-known photo-engraver of Chicago, after reading a recent copy of PRINTERS' INK, left it on his brother's desk with a note pinned to it reading:

WALTER—If you'd read this every week
and study it,
you'll wear diamonds.

IN GALESBURG.

GALESBURG, Ill., Feb. 1, 1899.

Editor of PRINTERS' INK:

In this town is a theater manager, F. E. Berquist, who does a lot of newspaper advertising. He uses ten inches a day in each of the daily

newspapers, and for special shows uses special ads. For instance, during Christmas week he carried 440 inches of extra space in each of the daily papers. Some of these ads are sent you with this letter. Yours truly,

BEN. B. HAMPTON.

AUDITORIUM.

Saturday, December 31st,

(NEW-YEAR'S EVE,)

A Guaranteed Attraction.

DENMAN THOMPSON'S Character
Drama of New York Life.

The Sunshine of Paradise Alley.

Written for the People Who Enjoyed
"THE OLD HOMESTEAD."

**The Great East
River Dock Scene**

with the
ILLUMINATED PAINTING
of the
BROOKLYN BRIDGE.
Considered to be the most beautiful
electrical scene on the stage.

**The Interior of
Widow McNally's Home**
The Electrical Snow Storm.

**The Famous
Paradise Alley**
With It's Flotsam and Jetsam of Life.

**The Bronx
Park Scene**
With It's Lovely Musical Numbers and
Funny Football Game.

The Boston Verdi Ladies' Quartette.
The Acme Male Quartette.

SELECT COMPANY of 18 PLAYERS

Car Load of Special Scenery.
Beautiful Electrical Effects.

SALE OPEN.

Parquet, 75c; dress circle, \$1.00, 75c, 50c; balcony, 50c;
gallery, 25c. Phone 500.

A MISSOURI MAN'S CRITICISM.

SOUTH ST. JOSEPH, Mo., Jan. 30, 1899.

*Editor of PRINTERS' INK:*Isn't the writer of this advertisement, which was cut from none other than the *Century*

Magazine, equally as bad as the "pow-wow" of the natives? Who ever heard of "Success" being at the bottom of the ladder?

Yours disgustedly,

BEN F. HILDEBRAND,
Mgr. Adv. *Daily Journal*.

JUXTAPOSITION.

NEW BRIGHTON, Pa., Feb. 2, 1899.

*Editor of PRINTERS' INK:*Does not the inclosed clipping from the *Pittsburg Chronicle-Telegraph* show the dis-

THE "NORMAL INSTRUCTOR" IS ACTING WITHIN ITS RIGHTS.

SCHOOL SUPPLY HOUSE.

WILLIAMSPORT, Pa., Feb. 2, 1899.

Editor of PRINTERS' INK:

Can a magazine enjoying second-class mail privileges refuse to advertise an article which they advertise for themselves, or can they exclude a proper advertisement?

I can not run my souvenir ads in *Teachers' Institute*, *Primary School* or *Normal Instructor*, because the *Normal Instructor* people claim to have exclusive rights.

I inclose a letter which will explain.

Thanking you for a reply, I am, obediently,
H. G. PHILLIPS.

DANVILLE, N. Y., Jan. 16, 1899.

H. G. Phillips, *Williamsport, Pa.*:

DEAR SIR—Your kind favor of the 14th, inclosing souvenir advertisement, is at hand, and replying I would say that my contract with the *Teachers' Improvement Company* for handling their advertising forbids my accepting the souvenir advertising of other publishers for the columns of *Normal Instructor*. I am obliged, therefore, to decline this advertisement. I regret this and trust that you can send something else to take its place.

NORMAL INSTRUCTOR.

F. C. Owen, Adv. Mgr.

THE HARRISBURG "PATRIOT."

HARRISBURG, Pa., Feb. 2, 1899.

Editor of PRINTERS' INK:

"Wm. McCormick, per G.," of the *Reading Herald*, in a communication to you dated January 5th, asserts that you wrongfully credit the *Patriot* with "over 7,500" circulation, and thereby attempts to discredit the statement made to you over my signature. This is a challenge, not of your fairness, but of my veracity. "Wm. McCormick, per G.," regards his own unwarranted assertions, his peculiar fancies, or his guesses, of more consequence than a detailed statement taken from the formal and accurate records of this office. The circulation of the *Patriot* has been set down correctly in

Horne, Normecutt & Co.

THURSDAY, Nov. 3,

Hands and Feet millinery

This store takes particular care of hands and feet—and they are wonderfully important things to take care of.

The world's best: Hosiery makers and most celebrated glove manufacturers contribute to the stocks, and every possible want of men, women and little people is provided for.

We make a special display of the winter weights and colors in Gloves and Hosiery tomorrow and Saturday—'twill be worth your while to get here during its progress.

Glove Specialties.

Silk Union Suits.



There are gloves

Been waiting for a month for these

Hosiery makers and most celebrated

B.

tomorrow morning—sale
bonnet and hat crowns,—some are rich application
velvet and mousseline—oth
upon gold wire or gold clot

There are dainty iridescent wing

advantage of setting different ads in the same style and from the same font of type? The effect seems to be an advertisement of "hands and feet millinery." Yours, L. E. JONES.

BECAUSE OF GRIZZLED ANTIQUITY.

Some people choose a medium because it has a halo of grizzled antiquity attached. Circulation—honest, open, above-board circulation—may be lost sight of, and rate per line per thousand may cut no figure. The age and tradition of the publication may satisfy a whim. But "whims" don't usually pay unless a little common sense is mixed in.—*Mast, Crowell & Kirkpatrick*.

plain, detailed figures. I ought to add that his further assertion: "If the *Patriot* has three thousand paid subscribers, it is doing better than is generally supposed"—is as malicious as it is mendacious. There is no such "general" supposition, nor any ground for it.

WALTER R. STENGER,
Managing Editor, *Patriot*.

WOMAN's influence is sufficient to stop or to move the wheels of industry in every direction. In a word, she does ninety per cent of the buying. Can you doubt it? If so, go into a great department store, or any store, and see for yourself.—*Mast, Crowell & Kirkpatrick*.

NO NEED TO PAY A CENT.

ST. LOUIS, Feb. 2, 1899.

Editor of PRINTERS' INK:

There comes to this office every morning quite a mass of what we term "newspaper mail"—that is, journals of various kinds and newspapers, none of which are ever opened, but are simply thrown into the waste basket.

Mr. S. K. Mason, who publishes a journal called *Master Steam Fitter*, claims that he has sent us his journal for a year and as we did not return his copy that he is entitled to pay for same.

Will you kindly let us know if there has ever been a decision on this point, and why we should pay for a thing that is sent to us with our request and that we have not looked at or examined and which to our knowledge never reached us?

We write to you, believing that you are better posted in these matters than any lawyer we might consult. Yours truly,

MAJESTIC MFG. CO.

LITHOGRAPHED HANGERS.

Office of

"THE MARYVILLE TRIBUNE."

Curtis Wray, Business Manager.

MARYVILLE, Mo., January 27, 1899.

Editor of PRINTERS' INK:

Please give us the name and address of importers and jobbers of German lithographed hangers.

Inclosed find addressed and stamped envelope. Thanking you in advance. Yours truly,

McJIMSEY & WRAY.

Wray.

Suggested: Kaufmann & Strauss, 368 Broadway, New York; Wolf & Co., 3 Waverly Place, New York.

FROM ERIE, PA.

Office of

THE BROWN MEDICINE CO.,

Manufacturers and Proprietors

Dr. Carter's

Family Medicines.

ERIE, Pa., February 4, 1899.

Editor of PRINTERS' INK:

We have been receiving your little paper at our office off and on for the past five years, and consider it a wonderful little school teacher in the way of advertising. We consider every issue contains information of untold value to every one interested in good advertising.

Very truly your friends,

THE BROWN MEDICINE CO.,

Geo. W. Brown, President.

NOT RELIGIOUS.

NEW YORK, Feb. 2, 1899.

Editor of PRINTERS' INK:

We notice in the current issue of PRINTERS' INK that the *Jewish Daily News* is placed in the religious list. Will you kindly refrain from doing so in the future? Neither our *Jewish Daily News* or our *Jewish Gazette* are religious papers. They are papers for the Jews in the Jewish (Yiddish) language, just as the *Stants-Zeitung* is a paper for the Germans in the German language, and the *Courrier des Etats Unis* for the French in French. We give current news, not religious dissertations.

Very truly, SARASOHN & SON.

TOO FINE.

Is it possible to make a piece of printed matter too fine? It think it is, sometimes. It is possible to make the printing so fine that the text will suffer by comparison. It is possible to make the printing so fine that it will distract the attention of the reader.—*Baker's Helper*.

A DANCING SCHOOL.

When the representative of PRINTERS' INK had successfully allayed all Mr. Higgins' suspicions that he came for the purpose of inveigling him into taking space in the Little Schoolmaster, that gentleman deprecatingly said:

"In these hustling days of business you can't blame me much. One daily sends about four solicitors every week, and they are wearing out my life. And the concessions they make—" Mr. Higgins ended the sentence with an eloquent whistle.

"What mediums do you use, Mr. Higgins?"

"The daily and Sunday *Herald*, the daily and Sunday *World* and the Sunday *Journal*. The only additional advertising which I do is in circularizing. This I do both systematically and promiscuously."

"How is that?"

"Well, I send out systematically by mail to former pupils and likely customers and promis-

Evening classes Mondays, Tuesdays, Thursdays, Fridays, 7.30 to 10.30; afternoon classes Wednesdays, Saturdays, 3.30 to 5.30; individual instruction; \$1 monthly; 24 lessons, \$5; tickets used at pupils' convenience; lady assistants; WALTZ AND TWO-STEP guaranteed in 6 private lessons, with music, \$5; open 8 a.m. to 11 p.m.

HOSEA HIGGINS, OUR DANCING, 140 WEST 23D ST. First lessons private; receptions Wednesdays, Saturdays. Private lessons, \$1. New York *World*: "OUR OWN" is an ideal institution; its facilities are UNEQUALED.

ciously to the general public. These last by distribution."

"What is your yearly outlay?"

"About \$2,000."

"What space do you take in the *Herald* and the *World*?"

"Three lines in the former; ten in the latter."

"Why do you discriminate in that way?"

"Well, the *Herald's* rate is so much greater. Besides, the *World* has such a large run of dancing school advertisements, and I want mine to look out prominently from the ruck."

"How long have you been advertising?"

"Ever since I've been in business, ten or eleven years."

"Believe in it?"

"Firmly, and believe in filling my little space to the handle. All my trade does not come from advertising; much from personal recommendation. But enough to convince me that by no other method can a man in business achieve success so surely and permanently."

NEWSPAPER NAME ILLUSTRATED



"JEWISH COMMENT."

OVER 300,000
OTHER FELLOWS
JUST LIKE ME
READ IT

THE
LEADING
ADVERTISING
AGRICULTURAL
JOURNAL OF THE
CONTINENT

MAST,
CROWELL
&
MURKINPATRICK,
PUBLISHERS,
SPRINGFIELD, OHIO.

NEW YORK
106 TIMES BLDG.

CHICAGO
1529 MARQUETTE
BLDG.

TOMLINSON PROCES

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are lots of them, and some of them are mighty good.

No, WE'RE not smarter than everybody else; only in this instance more wide-awake.

You could almost make an agreeable choice from this assortment with your eyes shut.

For boys, there is no cheap clothing so good as ours, no good clothing so cheap as ours.

It is inconsistent to shout "Cheap, Cheap" in the same breath with "Finest and Best."

If you want to make a light pocket-book do heavy work, this is the store of stores for you.

Do you realize the scope of this word "satisfaction"? It means honesty inside as well as outside.

ABOUT one hundred styles are shown. That's enough to make your choosing delightfully complicated.

ALMOST every woman has something or other that she talks of doing "when I get time for it." Washing with Pearline will save time for it.

This is a good store in which to spend dollars, if you have them, and thousands, if you have them. But it's an equally good store in which to spend pennies.

WHENEVER my office door opens to admit a patient—I want it to be because the patient desires and expects only the best work. That's the aim of my advertising. Whenever my office door closes behind a patient—I want it to be the seal of satisfaction upon the service given—and friendliness for my practice—to bring him again—with friends. That's the aim of my work.

You get a brown overcoat, pay a decent price, and it remains brown till it is worn out. You will save a little next time; you try one of the just-as-good-as-for-less-money coats; and your bargain brown soon turns red on the shoulders. One piece of cloth had been dyed with genuine colors; the other with artificial colors. If the coloring makes a difference in the price of cloth, what must be the difference in the cost of colors themselves! We deal in colors, and we know. It would astonish you to know how great the difference.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

FOLKS to send 2c. stamp for sample pages the Perfect Scrap Book. G.C. BAKER, Albany, N.Y.

WEB pressman wants position. First-class man. Satisfaction guaranteed. "W. E. B." Printers' Ink.

BUSINESS cards designed and engraved, \$3.50. Send for samples to E. H. PFEIFFER, 3 Chambers St., N. Y.

BUY gummed labels. Sample lot, 300, your name and address, 25c. Sample free. D. G. RYDER, Peabody, Mass.

STAMP wanted—I pay highest cash prices for unused U.S. postage stamps. For particulars address CHAS. J. WESTRING, 145 La Salle St., Chicago, Ill.

WANTED—Case of bad health that R.I.P.A.N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

PRINTERS—Learn gold leafing and embossing by a new process. Any printer can do it. Sample and particulars for stamp. ACME L. F. CO., 130 E. 3rd St., Cincinnati, Ohio.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

STAMPS wanted—Uncancelled U.S. postage and revenue stamps bought at a small discount. Any quantity. Write or call. CHAS. WEIL & CO., Bankers and Brokers, 421 Broadway, N. Y.

WANTED—Opening by experienced advertising and newspaper manager; some capital; best reference; 10 yrs. city and country exp. GEO. L. HUSSEY, 416 Scott St., Covington, Ky.

WANTED—Two linotypes. Must be in good condition, with matrices for seven and eight point type. Send full description and cash price to "COUNTRY PUBLISHER," Carnegie, Pa.

WANTED—Experienced circulator on morning newspaper in Middle Western city of 50,000. Must be sober and energetic. Give references and salary wanted. "C. H. W." care Printers' Ink.

FAIRMS! Farms! \$850 buys 65-acre farm, good land, fine water; only \$200 cash down. Send 10 cents in stamps for book about Chattanooga and list of farms. CRABTREE'S FARM AGENCY, Chattanooga, Tenn.

ADVERTISING man with twelve years' experience in the general advertising field, wants to connect himself with high class periodical or advertising agency. No objection to leaving New York. Address "H. B." Printers' Ink.

HALF-TONE price list. Work guaranteed. Send good photo. One col., \$1 each, \$5 per half dozen; two col., \$2 each, \$10 per half dozen. Larger cuts, ten cents per inch. Ask for samples. BUCHER ENG. CO., Columbus, Ohio.

PRINTERS' INK desires a young man as assistant in its editorial department. He should have some facility in expressing what he is told to write, be intelligent and energetic and be willing to turn his hand to whatever may be required to be done. If he knows something about advertising, and can take dictation in shorthand, or can operate a typewriter, so much the better. Applications are solicited by mail that state age, capabilities and salary expected. Address PRINTERS' INK, 10 Spruce St.

Do you want to buy a paying monthly family and agricultural paper in the best town in the South? Over 5,000 paid-up subscriptions. Established several years. Printed under contract at low cost—no plant. Will sell for cash payment not to exceed amount of accounts receivable and advertising contracts. This is a fine business opportunity for an ambitious newspaper man who has a few hundred dollars to invest. Satisfactory reasons for selling. Address "SUCCESS," care Box 400, Chattanooga, Tenn.

"100 SUCCESSFUL ADVERTISING SCHEMES AND SUGGESTIONS;" each one capable of carrying from \$25 to \$500 worth of advertising; can be printed in any printshop. Will open new and profitable fields for every printer, solicitor, adman and all unemployed. One customer writes: "Our solicitor has been out three days working one of the ad schemes given in your book. He already has contracts amounting to \$500. It is not often \$1 invested shows us the way to make \$250 so easy." Book (copyrighted), describing each scheme fully, sent prepaid for a \$1 bill. Address EDW. R. GARDNER, Atlantic, Ia.

SIGN ADVERTISING.

BULLETIN, fence and wall. HUMPHRYS AD-SIGN CO., 1227 Market St., Phila., Pa.

SCRAP BOOKS.

THE only perfect one requires no paste. Sample pages 2c. stamp. G. C. BAKER, Albany, N.Y.

BILLPOSTING AND DISTRIBUTING.

ADVERTISING Samples distributed and cards tacked up cheaper than ever. For particulars address FRED FISHER, Malaga, Cal.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

BOOKS.

A LIST of the 25,000 Pennsylvania school teachers for \$1.50; a directory of the 2,500 Pennsylvania school boards, with address of officers, for \$1.50. H. G. PHILLIPS, Williamsport, Pa.

MAIL ORDER CATALOGUE.

I WILL supply a duplicate set of electroplates of a large 1899 general merchandise catalogue at one-fourth the cost of producing the original plates. 320 pages. Correspondence invited. Sample catalogue 15 cents. A. H. MOSROE, 324 Dearborn St., Chicago.

FOR SALE.

FOR SALE—Ten R-I-P-A-N-S for 5 cents at druggists'. One gives relief.

2-HORSE Shipman engine, good as new, price \$100. I. O. B. P. WINNE, Greenville, N. Y.

FOR SALE—Whole or half interest in well established and profitable daily. Only evening paper in prosperous city of 26,000. Exclusive press franchise. Absolute safe investment, \$7,500 cash required. Particulars will show bargain. Good reason. "BUS. MGR.," Printers' Ink.

ONE of the finest equipped daily, weekly and job printing plants in the West. Located in city of 15,000 inhabitants. Reasons for selling, owner wants to give attention to other business. Is leading paper in county and controls Republican patronage. Plant now paying good profit. No better opportunity for live, bustling newspaper man ever offered. Don't write unless you mean business. Price \$15,000, ¼ to ½ cash, balance to suit, or owner will take some stock in business with the right parties. Address inquiries to "15 WEST," Printers' Ink.

ADVERTISING NOVELTIES.

AD novelties. Agents wanted, men and women. CLASP CO., Buchanan, Mich.

WATCHES for adv. purposes, 75 cts. up. Cat. free. CANTON CO., Eastport, N. Y.

FREE sample mailable bill hooks. Business builders. AM. BILL FILE CO., Ft. Wayne, Ind.

SIGNS that sell goods. The kind we make. Samples free. RONIMOUS & CO., Balto., Md.

LOW Price Advertising Novelties with genuine I merit. Something new every day. Write for samples and catalogue. THE WHITEHEAD & BOAG CO., Newark, N. J.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

"THE PALMS," superb sheet music edition. Grand souvenir for Easter. Send for sample and price per thousand with your imprint. GEO. M. VICKERS, 1503 N. 54th St., Philada., Pa.

MISCELLANEOUS.

SHOES for business and professional men. Cat. free. O. L. FITT'S SHOE CO., Columbus, O.

WE will send you two ounce samples of as many or as few of the finest wines and liquors in the market for 10 cents per sample. C. E. SWEZEY, with Brotherhood Wine Co., N. Y.

WE free slaves of whisky, morphine, chloral, cocaine and cigarettes. Your friend, relative or employee can be restored in four weeks. Established 15 years. Address PRIVATE SANATORIUM, Marysville, Ohio.

KNIGHT TEMPLAR AND SHRINER Address Cards. Largest variety in the country. Five hundred beautiful designs. All societies. Inclose stamp for samples. THE MILTON H. SMITH CO., Rochester, N. Y.

PERFECTION Vm. Oil Polish cleans instantly, polishes beautifully floors, furniture, woodwork, hides scratches, removes stains, applied with cloth, handier than water. Correspondence invited. F. JORDAN, 31 Broadway, N. Y.

FLORIDA BALSAM GUM for bronchial troubles, colds, croup, prepaid 25 cents. J. K. HILL, Picolata, Fla. Pub's and adv. agents inserting foregoing as reading notice, sending marked copy with 10c. postage, get free sample.

ADDRESSES AND ADDRESSING.

2,000 YORK Co., Neb., farmers' addresses \$2. MERLE S. BROWN, York, Neb.

5,000 TUSCOLA COUNTY names \$5, or \$1.25 per 1,000. New list last November. C. E. PATTERSON, Millington, Mich.

5,000 FLORIDA teachers and school officials (incomes over \$1,250,000) \$3 per M. Exp. or p.o. order. K. HILL, Jacksonville, Fla.

NEWSPAPER BARGAINS.

\$2,500 BURLY only weekly in 5,000 town in Delaware. Easy terms. C. F. DAVID, Abington, Mass.

\$2,000 cash buys half interest with a bright man—Dem. daily in a New York town with splendid future. C. F. DAVID.

\$2,000 buys the only Rep. weekly in Mass. town 9,000 people. Good plant and a good business. \$1,000 or more cash. C. F. DAVID.

\$3,500 buys a weekly well located, doing good bus. in a Mass. town. Right man—\$1,000 or more down. C. F. DAVID.

\$2,000. Old established weekly in a New York town. C. F. DAVID.

\$4,500. A leading Rep. weekly in large Oregon town, doing a fine business. Reasonable terms. C. F. DAVID.

\$2,000 to \$5,000 in the pocket of a solid newspaper man who will visit one of the best plants and best weeklies in New York State doing a business—over \$15,000—will put him in an interest and good situation. C. F. DAVID.

Three great chances in the South. Newspaper properties paying \$4,000 to \$5,000 a year. Cash required down—\$3,500 to \$5,000. C. F. DAVID.

\$2,000 cash and a bright man, can get half interest in a bright weekly with a reliable man in a large bus. town in New Hampshire. C. F. DAVID.

\$35,000. Splendid daily and plant in Northwest. \$15,000 or more cash. C. F. DAVID.

\$40,000. Fine paying daily in Mass. city. C. F. DAVID.

\$5,000 interest in a daily in a Mass. city. C. F. DAVID.

C. F. DAVID, confidential broker in newspapers. Abington, Mass., 26 years' experience. If you want to buy write me just what you want, about where, about how much you will pay down, etc.

If a reliable newspaper can be bought, you can bet that "DAVID" knows about it, and "DAVID" will connect you with it.

ADVERTISING MEDIA.

TRIAL ads, per inch, 6 months, 50c. CRITIC MAGAZINE, Akron, Ohio.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

REPUBLIC JOURNAL, Littleton, N. H., 2,500 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,396. A good country paper at a great trade center.

"PUBLICITY" is only the second periodical of its kind published in Great Britain. Its aims are to impartially represent all kinds of advertising as conducted in every part of the world. Fifty cents pays for a full year's subscription. MORISON'S ADVERTISING AGENCY, Hull, Eng.

FOR the year 1898 the actual average weekly circulation of the Clarinda JOURNAL, Clarinda, Iowa, was 2,049. For the three years of 1896, 1897 and 1898 the weekly average was 2,040. It is regularly over 2,000 copies, mostly going to Page County homes. It covers the county better than any other paper. KENEA & LANE, Publishers.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.



WESTERN DIVISION, Keokuk, Ia.
EASTERN DIVISION, New Haven Conn.



Chicago Newspaper Union,
Chicago, Ill.

Gentlemen:-

Since we ran the advertising i
jumped up enormously and that it the
ran is shown by the inquiries we a rec
to it. What we want now is to ru the
in place of the display ad, equaling t
have the head changed over the rear ea
you. Please attend to this at once v
while the matter is hot.

Yours truly,
J. C. Hu
per

The Chicago Newspaper Union Lists Comi

PUBLISHED IN THE MNL

They are patronized by leading advertisers in many kinds of business. Several used

THE CHICAGO NEWSPAPER UNION, - - 87 to 93 South



Rockuh, Iowa. Nov. 16, 1898. *189*—

erting in your lists our business has
 it the result of the advertising we
 we are receiving from dealers in regard
 to the reader two or three times more
 equaling the expense. We would like to
 read each week and would leave that to
 you as we want to get quick action

rs try,
 J. Hubinger Bros. Co.

per 2

Cover Fifteen Hundred Local Newspapers
IN THE WESTERN STATES.

ever used them continuously for years. For Catalogue and other information, address,

South Jefferson Street, Chicago, Ills., or 10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted, discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, FEB. 15, 1899.

A DESK pad of scrap paper is an advertising novelty that is welcome at many desks that look askance at blotters, rules, etc. It is apt to be of frequent use, and the cost is probably smaller than that of any other advertising gift that can be produced.

By an article on the first page of the *Fourth Estate*, of February 2, it appears that a "loan association" has been organized by newspaper men. It is probable that no other class would or could have a keener appreciation of the advantages of such an institution.

THE newest PRINTERS' INK baby comes from Melbourne, Australia. It is called *Art and Advertising*, is issued monthly at three pence per copy, or three shillings and six pence a year, by the Ingram Company, of Monahan's Buildings, and appears to be a wide-awake infant.

D. W. CUSTER, of Proctorville, O., offers to advertisers a "folding postal card," which he has just patented. It is in three, four or six folds, the three-fold being three times as large as an ordinary postal card, the four-fold four times, and the six-fold six times. When folded it is the size and has the appearance of an ordinary postal card. About 1,000 typewritten words can be put on each four-fold card, which costs three dollars per thousand. Whether the arrangement is better than inclosing a circular in an envelope and putting a cent stamp on the envelope, advertisers must judge for themselves.

THE *Ave Maria*, of Notre Dame, Ind., had an average circulation in 1898 of 22,960 copies per issue. This publication is probably the most influential journal of its class, although a small number of Catholic periodicals have larger circulations. It carries a representative line of advertising. In its literary character, the *Ave Maria* stands head and shoulders above a majority of its competitors.

"EPILEPSY EXPLAINED," issued by Dr. W. H. May, 94 Pine street, New York, who sells what is claimed to be a specific for this deplorable ailment, is quite out of the rut of medical pamphlets of its class. Not only is it interestingly written and finely printed on excellent paper, but it contains a large collection of pictures alleged to be from life, showing the dangerous predicaments in which epileptics are apt to find themselves—illustrations well calculated to interest the reader and convince him that he ought to hasten to Dr. May and put himself under treatment. The contrast between this booklet and that of others of its class is very noticeable.

THE *Outlook*, of New York, is a type of religious journal that is really no religious journal at all. If this is not clear to the reader he should secure and examine a copy of the February 4th issue. It contains illustrated sketches of Kipling and Kitchener, an interview with Richard Watson Gilder, articles by Thomas Wentworth Higginson, John Burroughs, Nora Archibald Smith and Charles B. Spahr, as well as editorials dealing in a discriminating way with the affairs of the day. Of distinctively religious matter there are two pages. The *Independent* is another journal of the same class. To call such periodicals "religious" is to diffuse the impression that they go to a strait-laced constituency, an idea that a glance at them immediately dispels. They are really high-toned secular journals going to religious readers—readers who believe that religion is not a matter of dry-as-dust disquisitions on matters of ceremonialism, but an active force impelling men to put forth their best efforts in the solution of problems of the day, with little or no reference to trivial differences in belief. The interest of the advertiser in such journals is that they are essentially home publications.

MR. S. C. BECKWITH has furnished the American Newspaper Directory with a circulation statement of the *Age-Herald*, published at Birmingham, Ala., by which it appears that the daily average of that paper, for the year 1898, was 6,167 copies. On more than one occasion the edition reached 10,000 copies, and Mr. Beckwith is of the opinion that this is the greatest circulation in Alabama.

A FLORIDA PROBLEM.

"THE METROPOLIS."

JACKSONVILLE, Fla., Feb. 3, 1899.

Editor of PRINTERS' INK:

I inclose in a separate wrapper a copy of that excellent little paper, the *Tampa Times*, and a copy or two of the *Metropolis*. I do this because I see that you have in a headed article entitled "The Daily Newspapers" a statement to the effect that "three close students of newspaper statistics and values" examined certain newspapers, and one substituted the *Tampa Times* for the Jacksonville *Metropolis*. I want you to pass on this judgment for yourself. Also I want to know if you expect any sane person to accept the statement as started in this same list that the *Metropolis* is believed to have less than 1,000 circulation. Does anybody believe this? Do you believe it? I am willing for you to visit our press-room when you come down for the winter, and am perfectly willing for you to delegate any person to stay in the room during the printing of every edition for a week, and camp over the counter, if you will honestly publish the result of such investigation.

CARTER AND RUSSELL PUBLISHING CO.

RUFUS A. RUSSELL,

Secretary and Treasurer.

If PRINTERS' INK should accept the above invitation and learn that the *Metropolis* only prints 150 copies a day, what a laugh the Florida newspaper men would have on the Little Schoolmaster. If the *Metropolis* knows how many copies it prints, and is willing other people should know, why not speak right out in meeting and state the facts just as they are?

AN ASSUMPTION WITHOUT BASIS.

It does not take an experienced advertiser many minutes to form an opinion regarding the value of a newspaper as an advertising medium, and this opinion is very seldom far astray. His methods are simple but effective. He secures a copy of the paper and notes its general appearance, together with the quantity and quality of its news. These characteristics indicate to him whether or not it is the sort of journal that he would care to read himself if he resided in its locality. Next, if he is satisfied on this point, he glances at its advertising columns, which tell him accurately how it is regarded by the local advertisers, and then observes its age, after which he is either ready to send for advertising rates or to discard the paper altogether as a worthless proposition. If a daily paper has intrinsic merit combined with age, the advertiser is likely to conclude that it has a good circulation, for without this it could scarcely be sustained.

—Profitable Advertising.

THE "AMERICAN SHEEP BREEDER."

CAUGHT THE LITTLE SCHOOLMASTER WHERE THE WOOL WAS SHORT.

CHICAGO, Ill., Feb. 3, 1899.

Editor of PRINTERS' INK:

The Chicago Flexible Shaft Company asked you for the address of a Chicago sheep paper, and you made the statement that there was only one Chicago sheep paper, *Wool Markets and Sheep*, with a circulation of 4,000. Our paper has been established for nineteen years, and our circulation averages about 20,000 per month, but PRINTERS' INK does not seem to know anything about us, although we receive it regularly. We have nothing to say against *Wool Markets and Sheep*. It is a good paper. We want to thank you for ignoring the oldest sheep paper in the country, which has been in Chicago for nineteen years. The Chicago Flexible Shaft Company carry a page advertisement in our paper, so the information that you gave them and your other readers did not injure us any. Very truly,

"AMERICAN SHEEP BREEDER."

The *American Sheep Breeder and Wool Grower* is accorded a monthly circulation of G (??) in the American Newspaper Directory for December, 1898. The G stands for 4,000, while the two question marks indicate that "a complimentary copy of the American Newspaper Directory will be presented to the first person who will prove that this publication is entitled to a higher circulation rating than is here accorded." *Wool Markets and Sheep* is accorded a circulation of yG, the "y" indicating that information concerning circulation was withheld by office of publication. Both publications should surely have been mentioned in answer to the inquiry of the Chicago Flexible Shaft Co.

A CHANGE IN BUSINESS.

In years gone by it was the custom for the farmer to go to a nearby implement store and buy what machinery, tools or seeds he wanted. The manufacturer would place his wares in these houses, but would not advertise them. He argued that the buyer would be brought in by the advertising of the more progressive firms, and that he would then capture the customer by making lower prices and a heavier discount to the dealer. The plan worked pretty well too, but like a good many other things it has seen its day. The mail order business is having an immense growth all over the country. Hundreds of houses devoted to it are springing up, for the farmer has discovered that he can save the dealers' profit by sending his order direct to the manufacturer. As a matter of fact he does even better than this, for he gets into direct communication with the manufacturer, who has a strong personal interest in seeing that the machine does all right.—*Agricultural Advertising.*

THE smaller the supply of ammunition, the more careful the aim should be. The successful advertiser measures his field and counts his means at the same time, and sets a pace he will not have to slacken.—*Paul Point.*

ABOUT MEDICAL ETHICS.

In the January issue of the *Medical Examiner*, a New York monthly, Mr. F. C. Peters writes upon two subjects upon which he is doubtless competent to advise his brethren. Mr. Peters' first paragraph to attract PRINTERS' INK's attention deals with proprietary remedies and is as follows:

We suggest that the medical profession undertake to protect itself against proprietary remedies advertised to the general public by bringing pressure to bear by the various State medical associations upon the Legislatures to pass two statutes, one to regulate the sale of proprietary remedies, and requiring the prescription to be printed on the label on each bottle or package, and the other that any one publishing a letter containing a stipulation that it be not published except by permission of the author, or in certain specified journals, shall be liable for damages to the author of the letter for ten dollars for every thousand copies printed of the publication in which it appears, contrary to the implied wish of the author. The medical societies should then make a rule that any member writing a letter indorsing any remedy, and not putting in a clause to the effect that his letter is to be published only in reputable medical journals, shall be expelled. We suggest to editors of medical journals that this matter be freely discussed. Our columns are open to correspondence on the subject.

This wise suggestion stands in juxtaposition with the following:

We have heard many very curious and incredible statements lately about members of the medical profession, statements which we are loath to believe, but which we must consider true on account of their source. One of these is that many physicians do not know how to examine urine. Now this is such a simple thing to do and so easily learned that one would think that if a doctor did not know how to do it he would immediately find out. One prominent physician said of another that the "other fellow" always brought the urine to his office to have him examine it, and he further remarked, "You know that sometimes when you boil urine you find a cloudiness when the urine is alkaline. Some physicians call that albumen!" "Well, isn't it?" "No, not always, for if you drop a few drops of nitric acid in this opaque urine, the cloudiness will disappear entirely—not a trace of coagulation remains." "Then what do you think you have under that process?" "Why, phosphates, of course." "Don't physicians generally know this?" "Not by a long shot, not all of them. Why? Because they don't read."

One physician was asked how he determined the reaction of the urine; how, in other words, he determined whether it was alkaline or acid. "Why, by tasting it," was the reply. "How do you tell whether the urine contains sugar?" "Well, I put a little urine in a shallow dish in the sun, and after awhile it evaporates somewhat, and then if the ants and flies come around and feed upon it I know it is sweet; and if it is sweet I know it must contain sugar, and if it contains sugar the man must have diabetes; and then I turn him down."

Should a layman read both of these communications, he might jump at the conclusion that he would be about as safe with a patent medicine

as he would be in the hands of a doctor who don't read and examines urine with his mouth.

\$30 REWARD.

Messrs. Remington Brothers, advertising agents at 309 Broadway, issue a list of County Seat Weeklies said to contain "two weekly papers of the best class and largest circulation (one Republican and Democratic) published in each County Seat of twelve States," and the Messrs. Remington assert that "Advertisers can, by the use of this list, cover this territory more thoroughly and at less expense than in any other way."

The list catalogues 1,497 weeklies issued in Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Ohio, West Virginia, Indiana, Michigan, Illinois, Iowa and Missouri.

Against the name of each weekly is set down, in plain figures, the circulation of each, and these indicate issues of from less than five hundred copies to more than that number of thousands. The average issue is stated by the Messrs. Remington to be over 2,000 copies.

This list is of the kind usually made use of to tempt foreign advertisers to use local weeklies to the detriment, in the opinion of PRINTERS' INK, of the interests of the said advertisers and of the local publishers as well, because the advertiser can not afford to pay so much as he will have to pay for the service the papers can render, nor can the publishers afford to carry the advertising for the price the advertiser will pay.

The Remington Brothers publish a Newspaper Directory, and no one can see further through a millstone than they.

The present is a rather dull time for securing advertising contracts for local weeklies from (so-called) foreign advertisers; therefore, for the purpose of making business for the Messrs. Remington Brothers, PRINTERS' INK offers the following proposals:

If the Remington Brothers will prove that their list of 1,497 papers have average issues one-third as large as they claim for them, PRINTERS' INK will pay them a reward of \$10.

If the Remington Brothers will prove that of their list of 1,497 papers so many as 1,400 are still alive, PRINTERS' INK will pay them a reward of \$10.

If the Remington Brothers will

prove that out of their catalogue of 1,497 papers there are as many as 497 that actually do issue so many as 1,000 copies regularly, PRINTERS' INK will pay them a reward of \$10.

A COLONIZER'S ADVERTISING EXPERIENCE.

D. L. Risley is a real estate operator in Philadelphia, with offices in several other cities, who makes a specialty of selling small farms, laid out in colonies, on the instalment plan. He has advertised in nearly every paper in the United States, and is said to expend from \$15,000 to \$50,000 annually for newspaper space. Asked as to the results obtained from different forms and mediums, he replied:

"I have found that the class of people who buy small farms look to the paper which classifies its real estate ads, and that a line ad in these columns pays better than any amount of space on any other paper.

"I have found that country weeklies and country dailies do not pay me at all. The 'lists' and foreign prints are hardly worth touching.

"The dailies of national reputation give immediate and direct sales largely irrespective of circulation, the New York *Press* selling more farms for me than any other publication. The results in Connecticut from the New York *World* have been greater than from all the 'nutmeg' papers combined. My sales in New Hampshire are in every instance traced directly to the Boston *Globe*, yet I have advertised in nearly every daily in New England.

"The Sunday papers do not pay me at all, unless the Sunday is of such a nature that bicylists have to remain indoors. In short, returns from Sunday advertising is a matter entirely of weather in my business.

"The leading agricultural papers are the only weeklies which pay me at all. I do not touch the magazines at all nowadays, and I am through forever with all specialties, with the exception of catalogues, which I use as 'clinchers' rather than as 'developers.'"

VALUE OF CIRCULATION.

In advertising, circulation is everything. It is the bedrock upon which depends the results of all advertising. This is business sense. The man or woman with money to spend in advertising, if they have ordinary intelligence, naturally desire to get as much for their money as possible. The newspapers with the greatest circulation can alone give them this value.—*Wilmington (Del.) Every Evening.*

SPEAKS WHAT HE KNOWS.

The editor of the Indianapolis *Sentinel*, in his issue of January 20, 1899, speaks of the American Newspaper Directory as follows:

"This so-called 'Directory' is thoroughly discredited and has been for many years. No man who knows anything about American newspapers gives any credit or authority to the 'Directory.' It is so utterly discredited all over the country that the presumption seems strongly against the truth of any statement it may make, pro or con, touching any newspaper, big or little."

The circulation rating of the Indianapolis *Sentinel*, in the latest issue of the American Newspaper Directory, is as follows:

SENTINEL, every morning, and **INDIANA STATE SENTINEL**, Wednesdays; democratic; daily eight pages 18x24, Sunday twenty, weekly twelve pages 16x24; subscription—daily \$6, Sunday \$2, weekly \$1; established daily 1854, weekly 1852; Samuel E. Morse, editor; Indianapolis Sentinel Co., publishers. **Circulation:** Largest ever accorded was in 1894—daily 20,000, Sunday 22,000, weekly 31,000. In 1896, daily **F**, Sunday **F**, weekly **D**. In 1897, **Y**. In 1898, daily **Y**, Sunday **Y**, weekly **Y**.

Concerning this rating the Directory editor says:

First, that he has had no definite information on the subject of its circulation from the office of the *Sentinel* since the statement upon which the circulation rating for 1894 was accorded.

Second, that he has knowledge that the statement for 1894 was a lie pure and simple. Here is a fac-simile of the signature:

INDIANAPOLIS SENTINEL CO.

By *P. M. Lantry*
Secy & Treas.

Third, that the circulation of the Indianapolis *Sentinel* was not larger in 1894 than it is now and is not now half as large as the *Sentinel* people said it was then.

Fourth, that he knows the reason why, after 1894, the Indianapolis *Sentinel* people ceased sending lying circulation reports; and the *Sentinel* people also know the reason; and the reason was a sufficient one.

Fifth, that under the circumstances the *Sentinel* has ground for doubting the reliability of the Directory.

Sixth, that no honest publisher can be found who doubts the absolute good faith of the American Newspaper Directory.

GET an illustration to fit your ad, rather than try to write an ad to fit your illustration.—*Ads.*

ON COPY PREPARATION.

The following suggestions on the preparation of copy for the *Evening Express*, of Los Angeles, Cal., are of value:

The proper size for copy paper is about six by nine inches.

Write the long way of the paper.

Leave plenty of room between lines for change in copy.

A pencil is better than ink, but it must be a strong black pencil.

Typewriting is the best of all unless the lines are very close together—then it is very bad.

It does not matter how scratched-up the copy looks if it is actually legible.

When you scratch words out do it thoroughly or the compositor may use them.

Don't leave an isolated word among a lot of stuff that is scratched out. It may be overlooked.

Always use a caret mark when you write words in above.

Proper names should be written very plainly.

Be careful about initials that look like something else, as for example "T" and "J."

Underline the letter "u" and overline the letter "n," if there is the slightest chance of their being mistaken one for the other, as is the case with many words.

Print out foreign words or phrases, or any very unusual word.

Never roll copy and never fasten the sheets together.

Don't ask to have your manuscript preserved.

Number your sheets. If you destroy a sheet and when you rewrite make two of it, mark the number on each one with an "A" or a "B," thus: "5-A," "5-B." If a sheet is thrown out entirely give the next sheet two numbers, as "5 and 6."

If you want an abbreviation extended, draw a circle around it. Avoid the abbreviation "&" for "and."

Always reread your copy after it is written.

Don't be afraid to use commas. If the compositor finds an unnecessary one he will omit it, and the others help him to the meaning.

Avoid long and involved sentences.

When you have something to say, go right at it, and don't make a great business of getting ready.

Paragraph frequently, and unless it is indicated by a very short preceding line use the paragraph mark.

If your stuff isn't headed up when you have finished it, leave plenty of room to put the head on.

Use simple language in direct, terse style. Don't wander about all over a thing. Unless matter is of exceptional importance and interest, boil it down.

Run in a bit of conversation here and there in news stuff if feasible. It helps to break up the monotony.

There is no such thing as italics any more, so don't underline words.

WHAT AN AD CONSISTS OF.

The average merchant will get angry if you tell him you don't believe there are any good reasons why people should patronize him in preference to his competitors. Thus aroused, he will pour out reasons—good reasons, too—enough to fill a book. But it rarely occurs to the average merchant to give the public those reasons in his advertising. He doesn't seem to realize that such is the best sort of advertising—the only sort of advertising that is real advertising.—*Augusta (Ga.) Herald*.

ENGLISH ON ENGLISH.

Turn where we will to any department of periodical literature, it has to be admitted that on the whole they beat us in America. So far as daily papers are concerned we think that with all their sensations, their scare headings and their "yellow" features, there is more literary merit and dignity in our English newspapers. But when we come to the monthly, the order of things is reversed—they beat us in price, in printing, in illustrations, and last, but not least, in advertisements. Who would ever think of turning over the advertisement pages of an English magazine and expect to find anything interesting therein? Apart from a pictorial announcement by Pears on the cover, a fat Mellins baby or the perennial Cleaver's girl, who is perpetually washing herself ashore, one would have some difficulty in finding anything to please either the eye or the mind; but when we take up *McClure* or *Munsey* or *Scribner*, each page of announcements has something to interest or amuse. There is a style about the illustrations—they are cleverly done either by photography or some first-rate artist. There is an air of appropriateness, a neat turning of the phraseology that speaks of thought and time put into the sentences. In England we say, try so and so, drink so and so, eat so and so, wear so and so, they are the best, and that exhausts the Englishman's description of his goods. To put it plainly, he contents himself with telling a great, big, blunt, stupid lie. We have no patience with him; the innate conservatism of the Saxon race prevents him from marching beyond a snail's pace in evolutionary progress.—*Process Work*.

Economy in Funerals

Why pay such enormous funeral bills, when you can have the best situation and all in first class style for one half the price you pay elsewhere?

I will furnish you with, handsome casket, outside case, shroud or blanket, preserve the body, advertise the funeral, attend to opening grave, hearse and three carriages, to any cemetery in Camden, Gloucester, Woodbury or Clarkaboro, crape for door, competent undertaker's services, making the entire expense for an adult funeral

only \$65

Everything furnished strictly first-class

Caskets either of black cloth, white velvet, imitation walnut, oak or rose wood, silk trimmings, 8x large handles, and finished in the very best manner.

WM. E. GOURLEY.

HOW A WOODBURY (N. J.) UNDERTAKER ADVERTISES.



To the best of my information, I now have the only well-equipped establishment in New York City that is prepared to handle good Advertising in ALL its branches, both Retail and Wholesale, both Local and National, in Writing, Illustrating, Printing, Advising and Placing. I have been compelled to greatly enlarge my facilities this year, while many others have within the past few months retired from the general field.

MR. WOLSTAN DIXEY has gone to Dayton, Ohio, to work for the National Cash Register Co. exclusively. His business and correspondence have been purchased by me.

MR. N. C. FOWLER, JR., I understand, has given up his New York office and gone to Boston to remain permanently.

MR. CHAS. AUSTIN BATES announced in a recent issue of **PRINTERS' INK** that he no longer writes retail advertising.

MR. BERT M. MOSES, of Moses & Helm, writes to me from Boston that he is now entirely in charge of the business of the Omega Chemical Co.

I know of no better way to emphasize my ideas than to quote from an article in the June, 1898, issue of **ART IN ADVERTISING** :—

"Perhaps one of the reasons why a new advertisement writer should step into the general field and build up a business for himself so quickly, is because Mr. Jones has had a more varied practical experience in actual business than any other advertising specialist. Theory is a wonderfully nice thing to think about and talk about, but businessmen of to-day are most likely to intrust their work, particularly in as important a line as advertising, to the man whose contact with actual business has been sufficient to teach him the real ups and downs of trade building."

Booklets giving information in regard to my methods and ability to serve advertisers cheerfully furnished on application.

Chas H Jones

Address Suite 42, World Building,
New York, U.S.A.

Writer, Illustrator and Director
of Advertising.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalms cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming from him*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

Fresno (Cal.) *Evening Democrat* (1).—To get your share of the prosperity of Fresno's people use the *Democrat*—the only Democratic daily among 35,000 liberal and well-to-do people in a Democratic County.

FLORIDA.

De Funiak Springs (Fla.) *Breeze* (1).—Is the leading paper of De Funiak. One of its strongest points is that it is essentially a family paper. It goes to the homes, because it is wanted there and paid for. No forced circulation. That's why it is recognized as best for advertisers.

INDIANA.

Indianapolis (Ind.) *Indiana Woman* (2).—Weekly society paper, up-to-date and decidedly the best illustrated paper of the kind in the country. Bona fide circulation in Indianapolis 4,800; in rest of the State, 1,100. Best advertising medium in Indiana to reach those who buy more than the absolute necessities of life and who can pay for what they get.

IOWA.

Des Moines (Ia.) *Farmer's Tribune* (1).—Was established in 1878, and has since that date secured a patronage among the best farmers of the State. Its list is made up of progressive farmers who look to the *Tribune* for advice along every line of farming. The fact that your business announcement is in its columns is proof positive to its readers that they can deal with you and receive fair treatment. Iowa farmers are among the very best in the world; her land raises the most abundant crops; she has a climate and conditions that do not permit failure of crops. When there is money anywhere the Iowa farmer has his share. In a State like Iowa it would be foolish to claim to reach all the farmers worth reaching. No one paper can ever do this. We do not claim to. We do claim, however, to reach 16,000 of as good farmers as Iowa affords, and Iowa affords the best of everything. Our list is growing and we hope to have more, but the 16,000 we will prove whenever called upon. You can not afford to leave the *Tribune* off your list. Sworn subscription list, 16,147.

Des Moines (Ia.) *Iowa State Register* (3).—Advertisers in the *Register* are receiving letters from another Des Moines paper soliciting their patronage on wholly false claims for circulation. It will be well for all advertisers and advertising agents to remember that the *Iowa State Register* guarantees more than twice the number of bona fide subscribers shown on the books of that other Des Moines paper. Advertisers desire results, and they can not afford to throw their money away by

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

accepting the false statements of a piratical paper. The *Register's* subscription books and lists are always open for the inspection of advertisers and advertising agents, and they show nearly double the number of regular subscribers on the lists of any other morning newspaper published in Iowa.

Keokuk (Ia.) *Gate City* (1).—Is the only morning paper published in Keokuk, and is read by a larger number of the purchasing class in Keokuk and vicinity than any other newspaper. It has a constituency that are a go-ahead, progressive people, willing to buy and able to pay. Is the favorite home paper of Keokuk and tributary territory, is popular with the masses, and maintains an influence with its readers such as is possessed by no other paper in the State of Iowa, and represents the bone and sinew, the enterprise and thrift, the intelligence and culture, of a prosperous and thickly settled territory, embracing 100 square miles. Gives more telegraphic, general and local news, more special news, more attention to the interests of its readers, and more returns to the advertiser, than any other paper in Keokuk or Lee County. The weekly covers the territory tributary to Keokuk more thoroughly than any other weekly paper. Old established, progressive and conducted to meet the requirements of the home circle, in which it is a great favorite, it will be found a valuable medium for advertising purposes. Offers advertising space at very moderate rates, and results will convince any man or woman that it is a business getter, unequalled by any other medium in its territory.

Oskaloosa (Ia.) *Journal* (2).—The *Journal*, official paper of city and county, is pre-eminently the leading paper of this section. The daily *Journal* has the largest circulation, and is the only daily ever published in Oskaloosa that has been properly pushed and conducted upon modern lines. The weekly *Journal* has almost as many actual subscribers in Mahaska County as any other two papers combined. The only way that the people of Oskaloosa and Mahaska County can be thoroughly and economically reached is through the columns of the daily and weekly *Journal*.

Red Oak (Ia.) *Express* (1).—Its weekly edition exceeds 2,150 copies.

MASSACHUSETTS.

Boston (Mass.) *Banner of Light* (2).—The oldest Spiritualist paper in existence—a paper with an editorial policy; upholds truth whenever found, and true mediumship as against the counterfeit; believes in a scientific religion, and that the true philosophy of life can be deduced from Spiritualism.

Boston (Mass.) *Post* (3).—During the year 1898 the average daily circulation of the Boston *Post* was 129,561. The remarkable growth of the *Post's* circulation will be best appreciated when the record for 1898 is considered in contrast with the circulation of the Boston *Post* when it came under its present management in 1891. It was then selling less than 5,000 copies per day. During the year 1898 the average circulation of the Sunday *Post* was 114,361.

copies. The *Sunday Post* was established five years ago by the present management.

Newburyport (Mass.) *News* (1).—Actual sales average over 4,200 per day.

OHIO

Cleveland (O.) *Sunday Leader* (1).—Is the best Sunday advertising medium in Cleveland. Its circulation is increasing rapidly and is as large, if not larger, than all other Sunday papers in Cleveland combined.

Mt. Vernon (O.) *Republican News* (1).—Makes all its advertising contracts on this basis, that its paid daily and semi-weekly circulations are greater than the combined circulations of all other Knox County papers.

Sandusky (O.) *Journal and Local* (1).—Guaranteed daily and weekly circulation larger than any paper between Cleveland and Toledo.

Springfield (O.) *Democrat* (1).—Largest circulation in Springfield. Fourth largest Democratic circulation in Ohio.

Springfield (O.) *Farm and Fireside* (1).—Seedsmen, florists and poultrymen must bear in mind that at \$1.60 per line *Farm and Fireside* is the cheapest advertising medium of its class in the country. Its average circulation per issue for 1898 was 323,025.

Springfield (O.) *Ohio Rural Times* (1).—A comprehensive weekly agricultural and general newspaper for Ohio, reaching the better class of farmers and residents in the villages and smaller cities, particularly of Central Ohio.

Springfield (O.) *Republic-Times*. Issued every evening except Sunday. Circulation covers Springfield completely and Central Ohio. Weekly *Republic* covers Clark County completely and has large circulation in all adjoining counties.

Springfield (O.) *Woman's Home Companion* (1).—If you want to place your wares in over 300,000 refined homes of the land where money is "easy," you should use *Woman's Home Companion*.

PENNSYLVANIA.

Pittsburg (Pa.) *Post* (1).—The total number of daily and Sunday *Posts* printed during the year ending October 31, 1898, was almost double the entire population of Pennsylvania, Ohio and West Virginia. Circulation: Sworn statement of total number of copies of the *Post* issued during the year ending October 31, 1898, 18,135,650.

Pittsburg (Pa.) *Times* (1).—Acknowledged by leading advertisers as the best advertising medium in Pittsburg. Conceded to have the largest circulation of any paper in Pennsylvania outside of Philadelphia.

Pittsburg (Pa.) *Times* (1).—During the year 1898 the four English morning newspapers in Pittsburg printed a total of 756,137 inches of advertising, over 215,000 inches of this amount being inserted in the advertising columns of the *Times*. The *Times* exceeded the next highest in the number of inches of advertising carried 18,309 inches, or an average excess of almost 1,526 inches for each month of the year.

Scranton (Pa.) *Every Saturday* (1).—Is the recognized labor paper of Northeastern Pennsylvania, and circulates among the most prosperous wage earners in this territory, its subscribers being mostly trade-unionists and railway employees.

RHODE ISLAND.

Providence (R. I.) *Evening Telegram* (2).—According to the report made by Commissioner of Census, Henry E. Tiepke, to the governor, the population of Rhode Island at present is 420,836. This entire population of nearly half a million is reached by the *Telegram*. Owing to the size of the State, and conditions obtaining in it, the *Telegram* is obliged to be in reality a State newspaper. It has its correspondents and its newsdealers in every city, town and hamlet in the State, and it

thoroughly covers each section daily and Sunday. A comparison of the suburban pages of the *Telegram* with those of its only competitors, the *Journal* and *Bulletin*, shows that the *Telegram* carries, daily and Sunday, from twice to three times as much suburban news and gossip as either of its competitors. Each issue of the *Telegram* contains from twelve to eighteen columns of suburban news and gossip, while the *Journal* and *Bulletin* do not carry more than from six to eight. This is one of the chief reasons for the *Telegram's* popularity in the State, outside as well as inside the city of Providence. Advertisers who are desirous of reaching this half million of Rhode Islanders can reach them most cheaply and effectively by advertising in the evening and Sunday *Telegram*.

VIRGINIA.

Norfolk (Va.) *Virginian and Pilot* (2).—Since the consolidation of the *Virginian* with the *Daily Pilot* the circulation has increased greatly, averaging nearly 8,000 copies daily, larger, with one exception, than any other paper in the States of Virginia, North and South Carolina, and greater than that of all the other Norfolk papers (daily) combined.

Norfolk (Va.) *Virginian and Pilot* (2).—The average circulation of the *Virginian and Pilot* for the 158 publication days of the six months, April, May, June, July, August and September, averaged 8,344 copies. The consolidation of the Norfolk *Virginian* and daily *Pilot* has secured to the *Virginian-Pilot* a circulation equaled but by few papers in the South, and it believes but by only one paper in the three States of Virginia, North and South Carolina.

WASHINGTON.

Seattle (Wash.) *Staatszeitung* (2), German Weekly (formerly *Seattle Demokrat*).—It seems too absurd to praise one's own work. We prefer to quote some of our readers' remarks in reference to our paper: "My time is very limited. Of all the papers that we receive yours is the only one that I read every time from beginning to end." "We always wait for the German paper to tell us the truth about the situation." "It takes me too long to find an advertisement in the dailies, there are too many. In your paper I am sure to find just what I am looking for." "I always read the female department first, since it gives me splendid arguments to tell my wife what she should do." "You certainly know how to do things right; you can not fail to be successful." "I came up just to congratulate you on account of your excellent work. I am glad to see from your advertisements that the business men are beginning to appreciate your good services to the community." "You have indeed done your duty nobly, and I admire your courageous stand," etc. If all this, together with the fact that some of the best German dailies in all parts of the United States as well as our English contemporaries in this city have frequently taken notice of our efforts in a most flattering way, means success, then we have a right to claim that unusual success has been ours. We wonder if the cause was that the publisher and editor of the paper during the last five months has been and still is a woman.

WISCONSIN.

Sheboygan (Wis.) *Zeitung* (1).—The daily *Sheboygan Zeitung* was established in November, 1897, and being the only German daily paper in the State north of Milwaukee, it has an excellent field, in which it is rapidly increasing its circulation. The weekly *Sheboygan Zeitung* was, in June, 1898, changed to a semi-weekly, the subscription price remaining the same. With this important change the circulation is gaining rapidly and making the semi-weekly the leading paper in the county and vicinity.

SOME TRADE-MARK IDEAS.

Walter Baker's cocoa girl has held that cup of cocoa so long in one position that it is just a little tiresome to some readers. How would it do to have a little different pose, just to rest us—a series of poses, if you will, to hold our attention and make us wonder what is coming next? That costume is also a little out of date. How would a line of cocoa girls do, with the present old-fashioned girl in the "dim and distant" background and a progression of costumes down the line to an up-to-date costume in the foreground? At any rate, Mr. Baker, shake up the old girl a bit.

Just compare the variety of poses and situations in which the old Quaker of Quaker Oats fame appears. It is refreshing to meet that old character. Mr. Mower has the right idea. He knows how to keep a trade-mark moving without destroying its individuality.

We haven't seen so much of those Wool Soap babies lately. Perhaps they have been withdrawn during cold weather. But what a chance there would be here for the cutest and cleverest series of trade-mark pantomimes ever produced! Why not give this cleverest of all soap trade-marks new life and set people's tongues wagging about those cute little babies?

Now, what is it, after all, that everybody strives after in a trade-mark? It is simply a continuity of similar impressions on people's minds. The

same picture year after year ceases to make any impression at all, or it makes an unpleasant impression, both of which conditions are undesirable. A combination of continuity and variety, as we have suggested above, will serve the purpose most effectively.—*Advertising Experience, Chicago.*

SUBJECTS OF INFLUENCE.

People everywhere are the easy subjects of influence. In any community a few mold the opinions and direct the movements, social and religious, political and moral. This is equally true in respect to trade as to everything else. What is popular is done; wherever the drift, sooner or later, all follow. In art, in science, in literature, the latest fad prevails. It is just the same in the commonest affairs of our daily life. Hence, there is nothing among our common necessities, real or imaginary, be it a proprietary remedy, an article of food, mechanical work, professional service, or what-not, which is incapable of being made an article of ready sale, by proper influences exerted in its behalf. As soon as a public opinion is created in its favor, it goes; but there is no other agency for the creation or control of popular opinion or taste so potent as that of the newspaper. Evidences of its efficiency are conspicuous and are multiplying daily on every hand in the enterprises it has promoted, the vast fortunes it has helped to amass, the social and religious opinions it has helped to create or change. Men and enterprises which have employed the daily press have succeeded in trade and venture with such large measure of results as to astonish the world.—*Profitable Advertising.*

DOES IT PAY TO BE HONEST?

In nineteen years the Brockton (Mass.) *Enterprise* has lost thousands of dollars' worth of desirable advertising by refusing to allow the "agent's commission" to foreign advertisers who deal direct with newspapers. This policy still continues.

Does it pay?

The Brockton *Enterprise* would like the opinion of advertising agents on the subject.



*Throw physic to the dogs
and eat KOLB'S GERM BREAD.
It is made from the germ of the
wheat—the part that sprouts. A
ten cent loaf contains more avail-
able hypophosphites and diges-
tible nutriment than a gross of
bottles of high-priced brain foods,
muscle builders, nerve strength-
eners or blood makers. It will
cure dyspepsia and constipation,
and is the most delicious bread
ever put on a table.*

*Try your grocer first, and if he hasn't it send a postal to us or phone
3225 and we will see that you are served.*

KOLB'S BAKERY, 10th and Reed Sts.



ENGLISH JOURNALISM.

The newspapers, daily and weekly, published in London could scarcely be numbered. Every political, religious, and commercial class has what in this country would be called its "organ." In politics, newspapers are Conservative, Liberal, and Radical; others are devoted to the Irish and home rule and the factions into which home rulers are again subdivided. Every parish of comparative wealth, or which is successful in securing the necessary subscriptions, supports a parish journal, and there are the great publications of the establishment at large. Trade journals, ably edited and circulated all over the globe where iron or steel implements and machinery are required, thrive and multiply. Comic publications also receive liberal patronage, and, as a rule, they differ materially from papers devoted to dissemination of humor on this side of the Atlantic.

The venerable *Punch*, of course, ranks first, and it is intended for the classes distinctly, and not for the masses. To appreciate it fully one must be able to read Latin at sight, for the ancient humorist never questions the culture of his public by inclosing in parenthesis the English rendering of lines from Virgil or Horace which he freely quotes. Then, one must be well informed upon English politics, English philanthropic methods, to say nothing of English social usages. Even with this basis of enlightenment there are many Americans who persistently declare "that they can see nothing in *Punch* to laugh at." It must be acknowledged that there is always a pronounced refinement in *Punch*; even its gamins and workhouse proteges hint—or more than hint—at a strong and active drawing-room constituency, and the caricaturists are generally satisfied with exaggerations of Mr. Chamberlin's eyeglass and orchid, Mr. Lecky's length of leg, and certain idiosyncrasies of the Rt. Hon. Sir Michael Edward Hicks-Beach and the Rt. Hon. J. E. Gorst, Q. C. They are, however, rather less vicious and, to speak with unpatriotic candor, considerably less brutal than the caricatures of men in public life which appear in our comic papers. Furthermore, the England which we depict as a stout, irascible beef-eater with side-whiskers and rubicund visage the English caricaturist

practically discards. Britannia, a noble stately woman in classic robes, with shield and trident, with the conquered lion crouching at her feet, is substituted for the doughty John Bull.

Of other English comic papers the less said the better; the drawing is generally fairly good but the accompanying legend is distinguished for little else than an Elizabethan frankness of speech.

All the newspapers of the United Kingdom, and even those of the colonies, aside from Canada, which are hopelessly Americanized, are apparently patterned after the great newspapers of London, most of which have been in existence for generations and are led by men who generally hold unswervingly to the political faith of their forefathers. This, however, is not always true, for, within the past decade especially, there have been some notable departures from political and religious traditions—the twentieth century Englishman being more and more disposed to act and think for himself. The London daily newspaper best known abroad and formerly most widely read at home was the *Times*, which, for its force and power, obtained the title of "The Thunderer." For reasons which need not be discussed here this great journal no longer exerts the influence which it wielded thirty years ago; it is still ably edited and is conducted with that dignity and decency which characterize the tone of every English paper of worth and standing. It is dedicated to the imperial idea, and has devoted much energy to colonial expansion, and more than all, so far as it affects us, has taken the lead in the matter of furnishing its readers with American news. No matter how mistaken the opinions of its American "commissioner" frequently are, the *Times* has been disposed, for the last three years, to give as much space and importance to American matters as to affairs in the lesser European countries. It is, no doubt, influenced largely by questions of interest, some billions of English capital being invested in American securities which are affected by political changes.

The *Standard* is the great Conservative organ, the staunch supporter of Lord Salisbury. It has been his loyal friend since the hour he was first called to his high office. Strangely enough, we must turn to the *Standard*, ultra-conservative as it is and perforce hav-

ing very little sympathy with democracy, for the fairest and most unbiased estimate of America and Americans. It rarely reproaches us and never abuses us; in its leader upon the election of President McKinley and the return of the Republican tariff party to power it even went to the length of admitting that if this country "opposed free trade, that was its privilege, and that protection was not a political crime." One finds, on the other hand, a good deal of animosity toward not only this economic measure, but other American ideas in both the Liberal and Radical papers where one would scarcely look for them; but that may be explained, possibly, on the ground that the *Standard*, really representing the leisure classes, has not so much involved in its defense or opposition of American revenue measures, while the latter are chiefly supported by the commercial and laboring classes, whose incomes and wages depend largely upon the great markets of the United States.

The *Daily News* is the paramount Liberal organ—the maker of Mr. Gladstone and the never-ceasing propagandist of his political and economic theories. It stands for the "great middle class," the bone and sinew of the empire; for the powerful body of non-conformists, "the sects" as they are contemptuously called by ultra churchmen, as opposed to the establishment. For the past three years it has kept a sharp eye upon the present government, paying especial heed to the premier's public utterances, which, great or small, it dissects without mercy. It was one of his severest critics in the attitude of England toward Armenia and held him and his ministry largely responsible for Turkish success in the conflict with Greece. It was a marked contrast to the *Standard* in the vigor with which it denounced the Transvaal conspiracy of Cecil Rhodes and Dr. Jameson.

The London *Daily Chronicle* is devoted to the advancement of a mild type of radicalism. It is the mouth-piece of trades unions, and, while occasionally rather bitter toward the United States, is ordinarily progressive and enterprising without being blatant, egotistical, or vulgar. In these three essentials it is a marked contrast to Labouchere's *Truth*, a weekly journal largely read by discontented English butlers and valets, and rivaling Argos

in the number of its "I's." In all its progressiveness, however, the *Chronicle* draws the line strictly at the participation of women in politics—a contrast in its position upon this important question to the liberality and justice of the *Daily News*. One of its editors, Mr. Henry Norman, is the well-known writer upon the problems of the far East, and his letters, from Washington during the Venezuela dispute were the most correct and unbiased reflection of real American sentiment that appeared in any of the great London dailies at the time.

The London *Morning Post* is the English society journal pre-eminent. While it discusses national and international questions ably and at length, quite as ably—and as lengthily—as any of its esteemed contemporaries, and while its foreign and domestic telegraph news is equal to that of any other London paper, at the same time it is universally recognized as indispensable to those who wish to follow the tide of fashion. Its court news is full and minute, nor is its record of great London or county functions less abridged. Where other journals give a drawing-room or the Duchess of Devonshire's costume ball a "stick full," the *Morning Post* devotes to its splendors not less than two columns.

It is to its credit, however, that the *Morning Post* has never acquired our "Wild West" impressionist style of slashing on compliments with a white-wash brush, praising the graces of the debutante, describing the mundane glories of the multi-millionaire with every superlative possible to the English language. One can read its society notes, dull though they may be, evincing accuracy of statement rather than redundancy of imagination, without experiencing a qualm.

The *Daily Telegraph*, which its enemies charge is "all things to all men"—splendidly Liberal when Mr. Gladstone was at the helm, gushingly "loyal" when the Conservatives are in power—was probably the first paper to attempt anything approaching American journalistic methods. The result has been a curious mixture of adherence to staid English traditions with American flippancy, irreverence and emotion. It reminds one, somewhat, of a matron, stout, unwieldy and no longer young, skipping and jumping about and talking in the thin treble of a schoolgirl. It is enter-

prising and "gets the news," especially that gossip and odd bits of sensationalism which we are wont to dignify as "news." Its leaders have a literary style peculiarly their own, and they illustrate what twenty or thirty years ago used to be called "fine writing." So generally is this recognized that an author describing a character in fiction said that his language was a mixture of "Bible and *Daily Telegraph*."

The *Daily Mail* has surpassed the *Telegraph* in its adaptation of American models. It is bright, interesting, as sensational as anything English can be where convention is in the air that even editors and publishers breathe. It makes money and it spends it in all sorts of quasi-benevolent and public-spirited schemes. In this, too, the *Daily Telegraph* is an energetic rival, and with both, the inspiration of the scheme and the mainspring of the idea is self advertising, whether it be the wholesale distribution of Christmas boxes among the crippled children of the East End, or the fitting out an expedition to discover the north pole. With all their energy and exercise of ostensible benevolence and public spirit when it will induce the speediest and largest cash returns, both papers are frankly vulgar. The *Mail*, especially, seems to have taken as its pattern two degenerate New York daily papers, which, incredible as it may seem, since the English are merciless censors of "the sensational American press," are probably better known and more widely quoted in London than any other American newspaper.

There is a great number of society journals, of which *The Queen* ranks foremost. This is patronized by the court and, although it somewhat inconsistently gave much space to the reactionary utterances of Mrs. Lynn Linton and Sir Walter Besant, it is extremely broad on all matters pertaining to the so-called "woman question," and is a fearless and strong advocate of the parliamentary franchise for women, to which the Liberal party has pledged itself. Its former editor, Miss Lowe, who died in 1897, was a woman of great intelligence and marked executive ability, and the editorial columns of *The Queen* during her regime reflected these qualities.

Americans are apt to complain that London newspapers are very dull. It is certainly true that they give very little space to crimes and casualties—

unless the latter is something quite out of the common, like a railway accident where several lives are lost, or a catastrophe like a great fire in the East End. An account of a murder in the more conservative papers is made as brief as possible; an execution is disposed of in a few lines, which briefly set forth the fact that "the sentence of the law was carried out this morning in Newgate." In one respect it must be acknowledged that the English newspapers, not only those of London but of the provinces, set an example that the journalism of every civilized country might follow with profit. This is, that, assuming legal cases to be tried in the proper courts, they refrain by common consent from publishing any editorial opinion or comment until the verdict has been rendered and the defendant acquitted or condemned. They tacitly agree that the law, referring the case to the proper tribunal, should not be obstructed or embarrassed by any attempt to sway the public mind. And in conformity to the Anglo-Saxon privilege of freedom of opinion the evidence, stenographically reported, is published in full from day to day, and the people are thus kept informed without prejudice. When the case has been concluded there is then the fullest review and discussion.

What is called the "make-up" of the leading daily papers in London is almost uniform. The first column on the outside page is devoted to deaths, births, and marriages in this order. Beneath the last there are usually two or three paragraphs under the head "In memoriam," and these, characteristically English, appear in every English newspaper from New Zealand to Land's End. The paragraphs are announcements of the death of persons who have passed away on that date several years previous; the name and age are given, and the paragraph concludes with some appropriate quotation, or the brief, touching words, "deeply regretted," "bitterly mourned."

In the second column—for the entire outside page is devoted exclusively to advertisements—are the "Personal, etc." This, too, is a curious reflection of British customs and manners—a jumble of tragedy and comedy, of business enterprise and impassioned appeals for charity.

In addition to ostensible personals addressed to "Dearest Madge" or

"Darling Flossie," which are clumsily constructed advertisements, crude and amateurish compared to consummate American art in the same direction, there are heart-broken appeals of parents to recreant sons and daughters, imploring them to come home, that "all is forgiven," or "the matter has been hushed up." There are less frequent official acknowledgments of conscience money, refunded anonymously by persons who, in one way and another, have temporarily defrauded the state of its lawful dues. These sums rarely exceed £10 or £20, and, occasionally, are only a few shillings. The advertisements of shipping are always most interesting. One realizes what a vast net-work of complicated and varied interest British commerce has grown to be; here are steamers bringing cargoes of beef and grain from the vast plains of Argentine; beef and mutton from Australasia; sugar and spices and fruits from the Indies, East and West; fish and oil from the North; gums, ivory, feathers and wines from Africa, with enormous imports of foods from our own country.

The editorial columns are divided respectively into "leaders" and "leaderettes," which we classify as editorials and paragraphs. The leader is the heavy artillery of English journalism—and heavy it is apt to be in more senses than one. It has many of the qualities of permanent literature; its rhetoric is usually faultless, and whatever it discusses is presented clearly and with varying vigor. It is generally directed, offensively or defensively, against the movement or episode, national or international, which happens to be engaging public attention. Frequently—much more frequently than with us—literary and scientific questions are made the subject of lengthy leaders, and these are not written "in the office," but by experts. Many of the most eminent English writers are employed upon the editorial force of the great London newspapers, men like the late James Payn, Edwin Arnold and Andrew Lang. The leaderette is in lighter vein, and those who affirm that the English nowadays are destitute of humor are not familiar with this department of British journalism. It lacks the stab and sting of our paragraphing, and where a reproof is to be administered or ridicule is demanded the leaderette reminds one of a sharp box on the ear.

The writers of both leader and leaderette follow the polite example of *Punch* and never translate their frequent Latin quotations. Verbal encounters with an antagonistic rival are extremely rare, and when they do occur there is no personality and no abuse; the reproof, the denial or accusation is always couched in dignified language, and the esteemed contemporary is condemned in a manner that leaves nothing to be desired—on the part of his opponents.

Telegraphic news, though varied, is extremely concise; details are given sparingly and with discretion. For this, too, there is a reason, as was illustrated not long ago when an English news agency was sued by a leading London daily paper and made to pay heavy damages for "padding" telegrams during the Japanese and Chinese war, the accuracy of the telegrams having been publicly questioned by the readers of the paper. There is no poets' corner in the English daily papers, and one wonders where the local poet finds a vent for his teeming inspiration. On great anniversaries each paper publishes a lengthy ode or lyric by a poet of recognized reputation, and competition in this direction becomes almost spirited. The Queen's Jubilee was such an occasion.

The real brilliancy of the London daily paper lies, without doubt, in the domain of criticism, and many of their art, musical, dramatic and literary critics may be fairly regarded as high authority. They are not very lenient toward incompetency or mediocrity, they have never acquired the faculty of administering justice with mercy, and their ordinary disapproval seems often merciless to the extreme of cruelty. We frequently complain of their severity in passing sentence upon American matters which they do not understand, but those familiar with their habits are aware that they are just as exacting and even more unsparing among themselves.

The leading evening papers are the *St. James Gazette*, which is pronouncedly conservative; the *Pall Mall Gazette*, which pursues a medium course, and the *Westminster Gazette*, printed, for some occult reason, on green paper, and boasting the best illustrations of any daily paper in London except the *Daily Graphic*, which makes an especial feature of its illustrations.

None of the great dailies have in-

roduced illustrations, and the *Mail*, which employs them sparingly, recently declared that they added little to the influence or value of the paper. It must be admitted, however, that as illustrators the English are vastly behind us. They neither draw so well nor are their engravers equal to ours. This statement is made in full recognition of the fact that some of our best so-called American draftsmen and engravers have been of English birth. As to individual writers, aside from the critics, staff correspondents, reporters and others, their work is, intrinsically, no better than that of our own countrymen and country-women; but they have the great advantage of an editorial policy behind them that does not demand many of those tasks that are so hateful and humiliating to newspaper attaches in the United States. Interviewing, frequently hateful of all, is still something of an innovation. It must be admitted that when the English break the bounds of their ancient, hereditary reserve they have no equals in the frequency with which they use the personal pronoun. In an interview, for example, the remarks of the interviewed may be, under such circumstances, in about the proportion of three paragraphs to one in which the reader is treated to the personal views and observations of the interviewer.

The Sunday newspaper is practically unknown in England. It may be said to have no existence at all in the provinces, and in London with two or three theatrical and sporting journals, the *Weekly Sun*, the personal organ of T. P. O'Connor—"Tay, Pay," as he is called—and the *Sunday Times* are the most important. The latter, which has no connection whatever with "The Thunderer," is a small

Liberal paper, giving very good telegraphic news, fine criticisms of books, music and plays, and there is an interestingness and brilliancy in its editorial page—where very short leaders only appear—that give it some semblance to our best American newspapers. It is said to be very successful financially, and it is owned and published by a woman.—*Mary H. Krout, in Chautauquan.*

WINE PUSHING.

Those who have lived in any of the important cities of Australasia, and have not rigidly abstained from the joys of the private bar, may have noticed that in nine cases out of ten a certain brand of whisky is pushed to the exclusion of its competitors. Only a few years ago a well-known Scotch firm sent to Sydney a representative who promptly set about making his firm's whisky the most popular in the town. He was young, good-looking and attractive in manner, and, moreover, he was liberally supplied with funds. Having satisfied himself that the quality of his whisky was all right, he applied himself to the task of making himself popular with the barmaids in the leading hotels of the city. In three weeks he was known as "that dear Mr. Q—," and the smartest and most popular barmaid in Sydney made no secret of the fact that she would rather go to an hour's trouble to sell his whisky than take a minute's pains to dispose of any other. In six months all the girls in the busiest bars were clad in rich attire, and wore gems on their fingers. In one year "that sweet Mr. Q.'s" whisky had jumped into an easy lead. In some instances barmaids have been known to shake their heads significantly if another brand was asked for, and, where the customer was known, whispered advice to have Q.'s would be taken.

"I'll tell you what," said a man whose name as a restaurateur is a household word in London, "there's a lot of that thing done in connection with champagne. Suppose you take the wine list at a restaurant and choose a brand. You say, 'Give me a bottle of 74 or 206,' or whatever it may be. The waiter, if he is 'working' for a particular firm, will say, 'Excuse me, sir, but No. 81 is a very fine wine; we're selling a lot just now—very popular, sir.' If you have 81, the waiter pockets the cork, and for every one he presents to the merchants he receives sixpence."—*Liquor Trades' Review.*

ONE inquiry from an advertisement well followed up will be worth ten that get no attention.—*Agricultural Advertising.*

I believe I express the conviction of almost every thorough advertising man, as well as a large number of the merchants of the United States, in stating that PRINTERS' INK has long been recognized as the highest exponent of advertising, and continues to-day to be the leading instructor in this very difficult sphere.

DAVID ROBINSON,
Advertising Manager B. Altman & Co.

NEW YORK, May 18, 1898.

A \$10 SUIT ADVERTISER.

BUSINESS OPPORTUNITIES.

\$10

THIS AMOUNT

Procures a Suit or Overcoat to order; well made; honestly trimmed; kept in repair 1 year. Write; will call with samples. T. WHITE, 41 Great Jones St. or 2 East 125th St.

A call with reference to the foregoing advertisement found Mr. White, who is his own sole cutter, hard at work.

"Yes," said he, "I am a firm believer in advertising. Before I began to use this announcement, two years and a half ago, I was always short; now"—and he jingled some silver in his pockets.

"How did you come to try advertising?"

"That's just how," replied he sententiously. "I was not doing a bit of business, and the future looked black. I put a little advertisement in the *Herald* in desperation. It brought me a little work, just enough to make me feel like trying further. Inside of three months I was busy up to the neck, and have been so ever since. I opened a Harlem branch three months ago—all my trade there comes through advertising. The first month there I lost \$15 a week; the second about \$9 a week; last month less than \$6 a week, and the last two weeks the branch has been running even. I expect to make a profit from there in less than another month."

"What papers do you use, Mr. White?"

"The *Sunday Herald*, the *Sunday World*, the *Sunday* and daily *Journal*."

"Which paper does you most good?"

"I think the *Journal* does—that's the reason I give it most of my patronage. But I may be mistaken—I can not key my ads at all. All I know is that advertising brings them, else they wouldn't come."

"Don't some come through personal recommendation?"

"Of course; but they are brought by those who have been attracted by my ads, and, having been suited, send their friends."

"Ten dollars is pretty cheap for a suit of clothes."

"It is; but I give a good suit for that price. Nevertheless, over ninety per cent call for more expensive clothes, although I have built up my business through advertising \$10 suits and overcoats. I have them, and can always supply them, so that I obey the cardinal principle of good advertising, never to misrepresent. Nobody ever walks out of either of my shops with a suit made by me which is not as fine a fit as he can get anywhere in the large city of Greater New York."

THE NEWSPAPER.

Of all the methods of practical publicity the newspaper is the foundation. It leads, both in reaching the people and producing the results. People read the daily newspapers for the sake of getting the news. This means the news of business as well as the news of politics and war. Go into any town or city in the United States and listen to the gossip of the people, and you will hear the universal expression, "I see such and such a paper says." They don't say, "I see that such a circular or such a magazine says," but they point to the daily paper as the up-to-date medium by which the newest knowledge is disseminated.—E. H. Morse.

A GOOD PLAN.

The merchant who sees an ad set in about the style he would like, should cut it out and send it to his printer as a specimen to follow. This will obviate the necessity of explanation or subsequent correction or resetting.

THE FLAT RATE.

The logic of advertising philosophy leads directly to the flat rate. As a matter of fact, it is the one solution of the rate problem in which analysis will discover the principle of mutual justice for publisher and advertiser, while for a further recommendation it has the great simplicity of its process as compared with the methods of computing rates at present in vogue. The present newspaper custom of fixing a certain rate and then giving one large discount for space and another for time is not only confusing, but it is also misleading and unjust. It compels the man who can make use of only a small space to pay nearly twice as much in proportion for the same circulation as does the man who occupies a large space, and in the same manner it discriminates between the short time and the long contract advertiser. The truth is that one hundred thousand circulation is of no more value to an inch ad than it is to a page ad, nor to an ad which appears for a week than to one running a year. Therefore the short time ad and the small ad, costing more than the others, cost more than they are worth. All these discrepancies, inconsistencies and extortions will disappear when once the flat rate has become universally adopted by the newspapers of the country. There is no doubt that many more small or short time advertisements would appear in the newspapers to-day if such advertisers could obtain as cheap a rate as the more extensive space user pays.—*Profitable Advertising.*

DR. P. AND HIS PATIENTS.

Judicious advertising can work wonders, but it can't overcome the effect of boorish personality, compensate for bad store management, take the place of lack of capital, cover misrepresentations, or save a business from bankruptcy when on the verge of ruin. The physician dislikes to be called in the last stages of a patient's serious illness, when there remains but one chance in a thousand for the ailing one's recovery. A business often reaches that stage where nothing can save it, yet resort is taken to an advertising tonic. Large quantities are given in order to sustain life for a time. This mode of treatment seems often to justify the prevailing public opinion that the business came to its death by an overdose of advertising, when an inquest would sustain a verdict to the effect that it came to untimely end through need of timely advertising. If called in time, the physician could have studied symptoms and administered medicines that would doubtless have warded off insidious disease and made a well man of the patient. If Dr. Publicity had received a timely call to attend the ailing business, judicious treatment may have bridged over impending disaster, built up the broken down constitution and saved Dr. P.'s reputation.—*Keystone.*

INSURANCE ADVERTISING.

Insurance companies often complain of poor results from advertising, and yet good results could scarcely be expected from the cut-and-dried methods generally practiced. Advertising, like editorials, should be carefully adapted to the medium of publication; and conversely the medium should be chosen so that the advertisement will be appreciated. Financial statements should always go first to the financial and class papers, artistic cuts to the magazines, and attractive reading notices to the daily and weekly papers of general circulation.—*New York Financier.*

It isn't so often a case of the man being too big for the job as the job being too big for the man.—*Shoe and Leather Gazette.*

RI GROZZLEBY'S FEAT: A SUN FAIRY TALE.

"The city billposter," said Col. Calliper, "is a man of delightful freedom of action. He posts bills upon any object that he thinks will display a bill to advantage. Thus, if he finds iron pipes lying about waiting to be put under ground, he pastes bills on them—to be read by men here and by the worms below. A barrel anywhere appeals to him, and he adorns it with a single sheet—in red, perhaps. Sidewalk or crossing flags, waiting to be put down, he ornaments likewise; and he loves to paste a poster on the face of a pile of brick. I have never known a man who combined the requirements of the ideal billposter in higher measure than did Darius Grozzleby, who formerly lived in Storkville Centre, Vt.

"Small as Storkville Centre was, Ri Grozzleby utilized its opportunities to the fullest. He had the true billposting sense, and every conspicuous place in the town he occupied with bills. But, after all, it was in his cool adaptability to circumstances, his unerring discernment of opportunity, that marked him for one high up in the brotherhood. There was at least one occasion upon which the exercise of these faculties amounted to genius.

"We had had a cold rain that turned to snow. The snow on the roof of the Town Hall building, which stood on one side of the green, where it could be seen from all directions, melting with the warmth from below, and running down to the troughs at the eaves and thence to the rain-water conductor at the corner of the building, had found that pipe choked with ice. The conductor being thus frozen up, this snow water ran over and down the outside of it, freezing as it ran, making layer upon layer of ice around the upper half of it to a thickness greater than that of a barrel; but thence in some way dripping clear of the conductor, and forming from that point to the ground the most gigantic icicle that Storkville Centre ever saw.

"And what Ri Grozzleby did, of course, was to bill this icicle. It had begun to form in the morning, and before people went to bed that night it was practically complete and the talk of the town. When the people got around in the morning they saw the big ice cylinder that surrounded the conductor, and the gigantic icicle that depended from that, billed from top to bottom with posters announcing the lecture that was to be delivered by Prof. So-and-So in the Town Hall that night.

"How he got there or how he made the bills stick nobody knew. But through that day the water, still running down, ran over the bills, outside of them, and covered them with a coating of crystal ice, through which they could be read, as under a glass.

"And that's all—Ri Grozzleby billed an icicle; but it always seemed to me that in doing that Ri had done as much as many a man who has achieved greater fame—he had risen to the full measure of his opportunities."

—*New York Sun.*

ORIGIN OF "HOARDINGS."

This is the correct name for boards or fences upon which posters are pasted or hung. The word was originally applied to the board structure, with roof, built on the top of the walls of the old mediæval fort or castle to protect the archer and give him a good opportunity to shoot or throw stones on the enemy. From the ruins of these old fastnesses the term got to be applied to any old decayed wooden building, and was used by Dickens in his novels. The transition from the old ruin or abandoned structure, so handy for the bill-sticker, to the modern well-built billboard, is obvious and interesting.—*Inland Printer.*

THE BOOK AGENT'S EXPERIENCE.

A successful book agent once told me that in eight years he had never found a person who wanted a book. The remark implied that every person he had approached had first said "No," but persistency had convinced enough people otherwise to make the business profitable. Is it any wonder that a first ad or a second ad doesn't usually bring much encouragement? A great many people have the money and the speculative inclination to print a first and second ad. Too few have the courage to climb a bill that is a hundred ads long. Most people will say "no" to most any new proposition, and if the proposition is not worth presenting again it is not worth considering at the outset.—*Augusta (Ga.) Herald.*

ADVERTISING APPROPRIATIONS.

There are a number of general advertisers whose yearly appropriation for publicity is in the neighborhood of half a million dollars. The Royal Baking Powder Company, J. C. Ayer Co., C. I. Hood & Co., Scott & Bowne, Dr. R. V. Pierce, Lydia Pinkham, Dr. Munyon, Wells, Richardson & Co., and several other heavy advertisers might be named in the list of concerns who pay out hundreds of thousands of dollars per annum. It has ceased to cause remark when an enterprise appropriates \$100,000 for advertising.—*Des Moines News.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CANADA.

DAILY and weekly RECORD, Sherbrooke Que. Daily average for past 6 months, guaranteed, 2,632. Only daily within 100 miles.

It takes at least 16 daily papers in the fourteen largest cities in Canada to bring an article prominently before the larger number of Canadians. Cost for 35 lines, every other day for one year, about \$1,500. We know Canadian papers, their constituencies and lowest prices, and can be of use to any who intend using space in Canada. THE E. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.



3c. each, this coat and cloak hanger, including your advertisement stamped on. Especially good for Dry Goods and Clothing Lines. O. Onken & Co. Cincinnati, O.

THE CENTRAL BAPTIST

PUBLISHED WEEKLY AT

316 North Eighth St., ST. LOUIS, MO.

By ARMSTRONG & PAYNE.

THE ONLY BAPTIST PAPER

published in St. Louis.

LARGER CIRCULATION

than the combined output of all other Baptist weeklies published in Missouri. The only 16-page paper. The only \$2 paper.

MORE SPACE

used by cash advertisers than any other religious paper published west of the Mississippi river.

WANTED.--Case of bad health that R-I-P-A-N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.



And it was etched in 2 minutes on a Conger Engraving Plate. The quickest, simplest and cheapest cut-making process. A bright boy can understand and use it, as we furnish a system for copying cuts, photos, etc. It is the invention of a well known Missouri newspaper man, and is in practical use in a number of offices now. A complete outfit for doing the work, including 276 square inches of engraving plates, acid-proof drawing fluid, pens, etc., sent for only \$2.50. Address, Conger Engraving Plate Co., Linneus, Missouri.



Little Men & Women

(Etab. 1880.)

- - Babyland - -

(Etab. 1877.)

COMBINED

Combined into one magazine of 32 p. at 50 cents a year. Combined circulation at advertising rate of one. Make contracts now, before the reduced price of subscription augments circulation to the point where we will feel like increasing the advertising rate.

LITTLE MEN & WOMEN CO.

Troy, N. Y.

The Great Lakes Territory

is covered fully by

The

Detroit Suns

Drop us a postal

for rates.

Detroit Suns, Detroit, Mich.

GUARANTEED CIRCULATIONS.

The method of expressing the guaranty of correctness of a circulation rating in the March, 1899, issue of the American Newspaper Directory is illustrated in the case of the Minneapolis *Tribune*, which was the first paper to remit the requisite \$100 and take advantage of the guaranty.

The description of the *Tribune* as it will be given in the March issue is shown below. Note the guaranty paragraph, which reads as follows:

The absolute correctness of the latest circulation rating accorded the daily *Tribune* is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

TRIBUNE; every day (morning and evening editions) except Sunday evening, and **FARMERS' TRIBUNE**, twice-a-week, Tuesdays and Fridays; republican; daily eight to sixteen, Sunday thirty-two to forty, twice-a-week eight pages; \$2; subscription--daily (without Sunday) \$3, Sunday



\$1.50, twice-a-week \$1; established 1867; W. J. Murphy, editor and publisher.

Circulation--Daily: Actual average for 1895, 37,797; for 1896, 38,706; for 1897, 40,673; for 1898, 50,287.

Sundays: In 1895, E; in 1896, E; in 1897, Y; in 1898, C.

Twice-a-week: In 1895, G; in 1896, G; in 1897, Y; in 1898, F.

The absolute correctness of the latest circulation rating accorded the daily *Tribune* is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Advertisement.--The above rating by Geo. P. Rowell & Co., publishers of the American Newspaper Directory, accords the Minneapolis *DAILY TRIBUNE*:

First--a larger circulation than any other daily paper in the city of Minneapolis.

Second--a larger circulation than any daily paper published in St. Paul.

Third--a larger circulation than any other daily paper in that portion of the United States west and north of the city of Chicago, consisting of the entire States of Wisconsin, Minnesota, Iowa, Nebraska, North Dakota, South Dakota, Montana, Wyoming, Idaho, Washington, Oregon, Kansas, Colorado, Utah and Nevada.

Reference to the preliminary pages of this Directory indicates to you how Geo. P. Rowell & Co. protect the accuracy of their definite ratings.

The guaranty paragraph is in this case followed by a paid advertisement of the sort that is inserted in the Directory for 50 cents a line for each quarterly issue or \$2 a line by the year.

In addition to the guaranty of accuracy given in consideration of the payment of \$100, the paper so guaranteed receives a free copy of the Directory once a year, an equivalent to five per cent interest upon the money put up.

Farm News

is one of a few big monthly agricultural papers. It is a high-grade medium. It is well edited, nicely printed. The farmers like it. It reaches

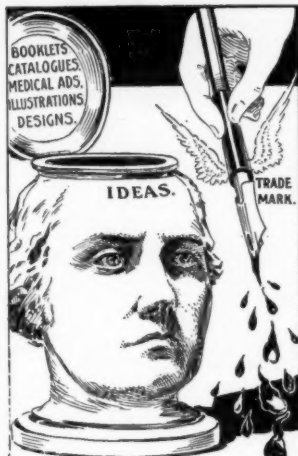
80,000

or more good farmers' homes and it is welcomed and read. It therefore pays advertisers. You will miss a desirable class of buyers if you don't use it.

Rates, 50 cents an agate line.

THE GARVER PUB. CO.
Springfield, Ohio.

S. E. LEITH, Eastern
Representative
150 Nassau St., N. Y. City.



OUR IDEAS TURN TO MONEY.

We employ the best brains in every department. Manufacturers and other firms, in every branch of industry all over the country, who have used our services, write us that their business has doubled. Be it intuition, inspiration or knowledge of doing the right thing the right way, the fact remains. Shall you exhibit at the Paris Exposition? Have you our new possessions in view? French, German, Spanish and Italian Circulars, Booklets, etc., furnished and translations made.



You need our ideas; we want your business. Write us before your competitor does

MOSES & HELM,
111 Nassau Street.

THE EVENING Journal

OF JERSEY CITY, N. J.

Was selected by a Committee of Advertising Experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation and consequent advertising value.

Average Daily Circulation in 1898 . . 14,890

THE
March Number

... of

Sports Afield.

Will be a fine issue. **25,000** copies will be printed.

It will contain so many interesting, instructive and practical articles, items, information and illustrations relating to field sports, of such value to sportsmen, that it will be carefully preserved and referred to constantly. It will be a good number in which to commence your advertisement. During the coming year we can place the notice of your goods each month before so many sportsmen, anglers and outdoor folk generally, that it will bring you a large amount of what you are looking for—**NEW BUSINESS.**

SPORTS AFIELD PUBLISHING CO., - 358 DEARBORN STREET, CHICAGO, ILL.

IT'S THE CIRCULATION THAT COUNTS!

That accounts for the success and value of

The Troy Northern Budget

ESTABLISHED
IN 1797

As an advertising medium and up-to-date newspaper and family journal.

"A Budget Ad Pays"

C. L. MacArthur & Son, Publishers, 16 Third St., Troy, New York.

THE JOLIET DAILY NEWS is a well-printed paper; a clean paper typographically and one which goes to the money spending people.

None but thoroughly reputable advertisements are admitted to its columns.

It wants yours, if it's that sort.

The Advertisers' Guarantee Co. of Chicago will certify that 5,750 copies of the NEWS are actually delivered to subscribers at the homes of Joliet and vicinity every evening.

THE NEWS COMPANY,

Books open
to all.

Joliet, Ill.

A \$ Test

Magazines of small circulation, no matter how good, can seldom get the ear of an advertiser who wants big figures; still, some of the small ones with quality "do pay. Here's a test. Send \$1 to AMERICAN HOMES (for 1yr.), get (free) use of 40 words in "wants." That's not as good as display, but will assist you in measuring values. The magazine is for those who Plan, Build or Beautify Homes. Your wife can help you to a decision if you show her the magazine. \$1, please.

A.M. HOMES PUB.CO., KNOXVILLE, TENN.

The Right Circulation. THE INLAND has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

The Right Principle. Any advertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers but not so with us. Our advertisers don't want to quit, they admire the fairness of the proposition and Prayer Meeting Lessons. The last three departments named secure us ninety per cent of our subscriptions and which to be of value must be studied weekly. Thus an advertisement is kept in the home an entire month and really the advertiser gets as much benefit from one insertion in THE INLAND as he would in four insertions in a weekly of same circulation. You save the cost of three insertions by using THE INLAND.



The Right Features.

THE INLAND is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments, Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons, Junior Topics

The Right Price. Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try THE INLAND, but it may help make one.

THE INLAND, THE MOST POPULAR PAPER
OF ITS KIND IN THE WORLD.

NEW YORK:
500 TEMPLE COURT.

St. Louis, Mo.

CHICAGO:
BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE.

PRINTERS' INK is its own best testimonial. The good things said about PRINTERS' INK are not equal to the good things PRINTERS' INK says. The imitators of PRINTERS' INK are its next best testimonial.

W. H. EASTMAN.

EAST SUMNER, Me., June 15, 1898.

The Daily Republican

Phoenixville, Penn.

The only daily newspaper in a town of ten thousand and in a community (within a radius of ten miles) of fifty thousand. U. S. Department of Agriculture reports say that this community is the richest in the United States.

For guaranteed circulation rating and description, see American Newspaper Directory.

The Daily Republican

Phoenixville, Penn.

THE
WESTERN
PLOWMAN
REACHES
THE FARMER
GUARANTEED
CIRCULATION
OVER 33000
FALL
ADVERTISING
PAYS
WESTERN
PLOWMAN
CHICAGO.

Toledo Daily News

circulation guaranteed to be larger than any other Toledo daily.

For advertising rates and sample copies address THE NEWS, Toledo, O.

The Boston Sunday Journal

IN ITS NEW FORM——

has met with the approval of the reader and the advertiser. The smaller page and improved make-up represents a radical departure in American journalism, and the large increase in circulation and advertising since the change has proved it to be a wise move.

General Advertisers

Who use Sunday newspapers should investigate the merits of the BOSTON SUNDAY JOURNAL as an advertising medium. Its circulation at the present time is more than 68,000 copies, and its minimum advertising rate only fifteen cents a line.

A limited number of contracts will be made with advertisers who desire their announcements to appear weekly on particular pages, such as the Book Page, Social Page, Woman's Page, Children's Page, etc.

Sample copies cheerfully mailed upon request.

Journal Newspaper Co.
Boston, Mass.

Advertisers can not cover the New England field without the BOSTON JOURNAL, Daily or Sunday, as it is the leading Republican newspaper of Boston and New England.

The BOSTON JOURNAL makes no extra charge for cuts or broken column rules.

You Are Skeptical

in regard to the value of advertising mediums and you have a right to be. You are perfectly justified in entertaining a reasonable doubt until their worth is demonstrated to you clearly.

If you are going to spend money in advertising you should make a thorough investigation and learn which mediums will bring you the biggest return for the amount expended.

Don't let anything but facts influence you.

We invite you to make just such an investigation of the VICKERY & HILL LIST and we will assist you in every possible way.

We know some facts in regard to this List which may serve you as a working basis.

WE KNOW we guarantee one-and-a-half million copies per month.

WE KNOW every copy is wrapped separately and goes to a separate address.

WE KNOW that the class of people we reach is the best buying class in the country.

WE KNOW that many of the shrewdest and biggest advertisers use our list extensively.

WE KNOW we would like an advertisement from you even if it is but two lines in length.

The Vickery & Hill List

Hearth and Home, Fireside Visitor, Happy Hours, Good Stories.

One-and-a-half million copies per month guaranteed. Every copy in a separate wrapper to a separate address. \$6 per line. April forms close March 1st.

THE AMERICAN WOMAN

One-half million copies per month guaranteed, \$2 per line. April forms close February 27th.

Combined circulation two million copies per month. Rate \$8 per line.

THE VICKERY & HILL PUBLISHING CO.,

520 Temple Court, - - - - - New York City.

JOSEPH W. KENNEDY, Manager of Advertising.

CHARITIES, published weekly, is the organ of the Charity Organization Society of the city of New York.

It is the mouthpiece and authoritative exponent of New York charity. It is read weekly, not alone by members of the Charity Organization Society, but by others who are interested in New York charity. It goes into the homes of the richest, most influential and religious citizens of New York of every denomination. Its reading matter consists of reports from every organized charity movement in the world, together with a calendar giving day, date and time of meetings in New York during the coming week. It contains articles on every phase of the social problem. Its contributors and readers are men and women of intelligence, education, wealth and position, numbering among them city pastors, social writers and others who are interested in charitable work.

If you have any article to sell to Charitable Institutions, Homes, Hospitals, Infirmarys, Insane Asylums, etc., you can reach the managers of such institutions by an advertisement in

CHARITIES

(Official Organ of the Charity Organization Society of the City of New York.)

If you have anything to sell to the clergy, churches, religious or charitably inclined citizens in the city of New York you can do it by an announcement in CHARITIES.

If you have goods of established reputation which sell to the rich you can secure no better medium than CHARITIES. It reaches them in their homes and is read by them from first to last page.

Advertising Rates here given are merely nominal. They will be raised 100 per cent or more in the near future.

All contracts closed now will be carried out at the present rate notwithstanding the contemplated increase.

Agate measurement, 13 ems width of column.

Classified advertising, 5c. per line.

Display advertising 2½c. per line, 14 lines (35 cents) to the inch. Full page, 200 agate lines, \$5; half page, 100 agate lines, \$2.50; one quarter page, 50 agate lines, \$1.25. Special position, 25 per cent extra, if granted.

Address all communications to

WILLIAM C. STUART, Publisher, 105 E. 22d St., N. Y. City.

Suppose We Talk It Over.

Many a man feels that his advertising does not produce the results that it should. He feels that there is something wrong with it. He does not know whether to blame the medium he is using or the advertisement he puts in the medium. No matter how valuable the medium of advertising may be, it is utterly valueless to the advertiser if he does not have the right kind of an advertisement in it. Thousands of dollars are spent for space, but either through carelessness or through lack of proper appreciation of what is necessary to use, the advertiser does not fill the space with the right kind of matter. Our business is to supply what is lacking.

While we are lithographers in the ordinary sense of the word, we go a little beyond what is usually done in our line and supply advertisers with novel schemes and suggestions for the betterment of their advertising, giving them the proper reading matter and appropriate ideas; in fact, advising them fully as to the best way to make their advertising produce gratifying results.

We have been very successful in this work with a large line of customers and have many concerns upon our books who turn over the preparation of their entire advertising matter to us.

We Want You for a Customer.

We feel that we could do you a great deal of good and with profit both to you and to ourselves. One of the officers of the company will gladly call upon you at any time you may appoint, when these matters can be discussed without cost to you. You are certainly anxious to do all you can to make your advertising pay and we are willing, on our part, to put our time against yours in order to prove that we can give you *good ideas and right work.*



The Gibbs & Williams Co.

Lithographers and Printers,



68 New Chambers St., N. Y.

(Running through to Roosevelt.)

Telephone 4124 Cortlandt.

"Two heads are better than one."

A Tale of an Ad.

Mr. Logan does business on a side street a mile from Buffalo's trade center. He inserted in the

Buffalo Times

an advertisement measuring 150 lines, double column, one time. It was inserted in no other paper. It took Mr. Logan's two wagons four days to deliver the orders which this one advertisement produced.

THE BUFFALO TIMES carried during 1898 one-third more advertising than any newspaper in Buffalo, with one exception.

"Truly, Mr. Jonson!"

You are all right .

Your INKS are all right!

Your methods are all right!

Office of THE HERALD.

BUTLER, Ind., Jan. 26; 1899.
PRINTERS INK JONSON, New York, N. Y.:

DEAR SIR—If you should ever conclude to issue a book containing the opinions of Ink Houses and their traveling representatives of yourself, I wish you would book me for a copy, providing the cost does not exceed \$2. Such a book would be a necessity in all country printing offices, enabling them to pirate first-class "roasts" to use against their "esteemed" contemporaries. It would save much hard work, as I believe you are the most thoroughly despised man on God's footstool, that is by your "esteemed" contemporaries. An ink salesman just left my office, who done you to a queen's taste. Your ink is mud, you are a schemer, without brains, and have succeeded in gulling newspaper men out of a fortune and lowering the high standard of excellence of every ink house in the United States in order to meet your ruinous prices. Your ink is called "refuse," and "skims" from the Wilson factory. If that is the case, I wish you would employ some statistician to figure how much ink Wilson makes annually if you only get the leavings. Truly, Mr. Jonson, you are all right, your inks are all right, your method is all right, and you get our game henceforth until you bust up.

Yours, etc., O. H. DOWNEY.

My last two advertisements have dealt with malicious salesmen, and now along comes a third. It is easy to call my ink mud, but impossible to match it at my prices and give credit. I will wager any amount that I receive more orders in a day than this sucker picks up in a month. I am now selling ink to 7,182 different concerns, located in different parts of the world. I have never employed an agent, nor shipped an ounce of ink without the money in advance. My competitors have cause to despise me. I am a thorn in the side, because I sell better goods in smaller lots at half the price they ask.

Send for my price list. Address

PRINTERS INK JONSON, 8 SPRUCE ST., NEW YORK.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Mr. A. J. Nutting, of Brooklyn, N. Y., sends out some very clever circulars. These circulars, I believe, are about as well written as any clothing circulars which come from that city. I do not usually think much of circulars as advertising mediums, except where there is no other way to reach the public. One reason why circulars are generally not good is because they are not read, and the usual reason why they are not read is because they are not worth reading. If all the circulars talked good, hard, common sense like some of Mr. Nutting's, they would probably do a great deal more good than they do. Here is a paragraph from a circular which I believe will tend to inspire confidence in the firm that issues it:

For twenty years right at the same spot we have been selling the best clothing—and selling it cheaper than anybody else. For twenty years we have been saying: Money back—and promptly did it when it was asked. For twenty years this business has been growing greater each year, and is still growing. For twenty years and more we expect to say all these things and do all these things, for we own the building we occupy and will be here to fulfill every promise we make.

There is another Brooklyn advertiser who is putting out some very sensible business talk and that is the Wissner Piano Co. Here is part of one of their announcements:

When you make a present of a "Wissner" Artist Grand, in Upright Form, you give the finest and best Upright Piano in the world. The recipient knows it—and so do her friends. Its reputation frees it from doubt. To build a Wissner costs almost double the money it takes to build any other Upright Piano. For all that, the price you are asked to pay is but little more than for a piano worth only half as much as "The Wissner." One reason of this is—there's no middleman's profit—no agent's commission. It goes from our factory to your home with all the usual retail profits saved for you.



Quite recently a young man in a Western city sent me a number of advertisements for criticism, and asked me to state in PRINTERS' INK just what I thought of them. I believed the young man was sincere in his request, and told him very plainly that I

did not think they would be very apt to produce business. The young man takes offense at what he calls my "harsh criticism." Now there is no reason in the world why I should say his advertisements were bad, except for the fact that I really believed them to be more apt to turn business away than to bring it. I can not possibly conduct this department honestly without telling the truth as far as I may know it. If you are not prepared to have adverse criticism, then please do not send me matter for review, or if you are doubtful you can do as a great many others have done, and ask me not to mention your name.

I think the trouble with a great many young advertisement writers is that they try to make their advertisements look smart so as to reflect credit upon themselves rather than to bring business. The sole object of advertising is to produce sales and build up the establishment for which the advertising is done. Anything that does not do this is poor advertising. I am afraid years ago when I first began to write advertisements that I was like others of to-day, very prone to think more of my reputation as an advertisement writer than I did of the interest of the house for which I was writing. No man can serve another faithfully unless he can forget himself and write the thing that is most apt to do good for the house for which he is writing. From a recent issue of one of the newspaper journals, I forget just which one, I cut the paragraph below. I think it contains a good deal of truth and applies particularly to the case of the young man who thinks I have done him an injustice by saying that his announcements look very pretty, but are not apt to sell goods.

Men who write advertisements for a living will do well to remember that they are not employed for the purpose of displaying their own smartness or pertness, but solely that they may successfully exploit the wares of the employer. The interests of the latter should be sacrificed at no time for a rough bit of rhetoric—or smooth one either. The laborer is worthy of his hire only when he proves himself worthy. The advertising man may not honestly tickle his own vanity at the sacrifice of his employer's interests.

Judging from a circular which I have before me, Mr. George W. Davy, druggist, of Coatesville, Pa., seems to think that he has found the best way on earth to advertise a drug store by means of a special little paper which he gets out. I do not doubt if Mr. Davy can get this publication of his into the hands of people whom he wishes to trade with him it will do him good. It is certainly much more attractive than an ordinary circular and yet seems to cover all lines of his business about as well as any circular he could put out. The illustrations in it help to make it attractive. I think the best thing about Mr. Davy's publication is that it is written in such a style that the reader is apt to believe what he says. There has been a good deal of talk recently about whether or not a druggist should sell his own remedies, or those more generally advertised and known as patent medicines. I think Mr. Davy gives about the best reason for selling his own remedies than any druggist could give. Here is what Mr. Davy says on the subject:

WHY WE DO IT.

You may ask why we have our own preparations, and why we try to sell them in preference to Patent Medicines? Well, we will be straight out with the truth. Patent Medicines do not pay, and we sell our own preparations because they do pay. Another reason why we sell our preparations is because we can afford to give you the same value as the Patent Medicine men do for less money and still make a profit.

Another reason is because we can give you a better quality of material and still have a profit.

Another reason is because a great many people have learned that our preparations give them better satisfaction and they look to us to furnish the preparations they need.

Another reason is because the prices of some Patent Medicines have been cut so that there is no profit in handling them.

Another reason is because our preparations are so satisfactory that when people once use them they like them, and will come again.

Another reason is because a satisfied customer is our best advertisement, and thus we gain new patrons.

Another reason is because we can recommend them with a confidence born of a knowledge of what they contain.

Another reason is because of the profit arising from not having to advertise them, which is a big item to the Patent Medicine man.

Another reason is because we notice that people frequently buy medicines that will do them more harm than good, and no advice from any one would stop them.

Another reason is that we believe it is a duty we owe to our patrons to recommend something better if we have it.

Another reason is that when a man asks us for a bottle of good cough syrup, or something else, we should have the best thing we know ready for him.

Another reason is because the Patent Medicine man don't care anything about you or us, anyhow, only to sell his stuff.

Another reason is because the people are learning that an educated druggist knows more than some fellow who found his recipe in the hands of an Egyptian mummy or from some Indian squaw.

Another reason is because he who buys our remedies has only one profit to pay, while he who buys the patent has several of them and more besides.

Therefore we sell our own remedies.

Are we right?

CLEVELAND, Ohio.

Mr. Chas. F. Jones, care of PRINTERS' INK, New York:

DEAR SIR—We notice your department in PRINTERS' INK every week, and inclose herewith some advertising matter which we would like to have your advice about, without mentioning our name. Yours very truly,

With the letter was an advertisement, circular letters and a catalogue.

To take up the advertisement first, I will say that there is a little too much in it. Again, I think it could be improved by an illustration of some sort. As the advertisement is about refrigerators, the very best illustration would be the picture of a refrigerator or something pertaining to refrigerators. I think the proper way for a concern selling only refrigerators, would be to select for each advertisement some one particular refrigerator and advertise that, calling attention in the advertisement to their catalogue, in which other styles are described. In the advertisement this concern ought to also make a strong point of the fact that the purchaser is buying direct from the manufacturer, and that all profits of middlemen, etc., are eliminated.

Taking up the two circular letters, one of which accompanies the catalogue and the other which follows, I will say that they are both too long. No one reads long circular letters. The longer the circular letter, the more apt people are to catch on to the fact that it is a circular letter. Anyway, it is not necessary to say very much in these circular letters, except to call attention to the catalogue and to talk about the discount which you give from the prices mentioned in the catalogue. The catalogue itself tells all the other points, or at least ought to. There is another point about the first letter in which you offer a discount. I notice you leave a blank space in the letter to write the discount in. You can not do this perfectly even with a typewriter, so the person who receives the letter sees at once that it is afterwards put in and will naturally suppose different discounts are put in for

different persons. The reader will perhaps begin to wonder whether he gets the best discount or not. I do not suppose that you have more than three or four different discounts, and if this is the case I would have three or four forms of this letter printed, one form with one discount in it, and another form with another discount. When these circular letters are received there will be nothing to suggest that there are other discounts than that which you offer in that particular letter. These two typewritten letters are not as good as they might be. The idea in having a circular imitate typewriting is to give it as near as possible the exact appearance of a personal letter written for the one person who receives it. A poor imitation of typewriting is throwing money away.

In regard to the catalogue, I think it is a very nice book. I believe it is a little too costly to print, as the paper is very heavy and you have used a lot of white space. I think the same matter which you have here could be condensed into about two-thirds of the space without injuring it any. Where a picture of a refrigerator does not occupy an entire page, you could print the picture and description on the same page instead of on opposite pages, thus saving a great many sheets of paper.

CINCINNATI, Ohio.

Mr. Chas. F. Jones, New York:

DEAR SIR—We read regularly each week your department in **PRINTERS' INK**.

Will you kindly tell us if you think it would pay us or any one to advertise building bricks in newspapers or magazines? We run a small advertisement in several trade journals, but are wondering whether we could profitably advertise generally.

Kindly do not mention our name in answering. Yours truly,

I believe that bricks could be advertised very successfully through the better magazines, provided the persons who did the advertising would first make up their minds to two things. One is, that they would be contented with general results without requiring that any particular advertisement should bring in any particular order. The other is, that they would expect no immediate returns, for the firm doing this kind of advertising should make up their minds to keep up the work for a good length of time, whether they see any returns or not. The trouble with most people is that they do not believe in advertising at

all, or think it is a scheme by which you put in ten dollars to-day and pull out fifty to-morrow. Now, good advertising is not anything of that sort. It is a business proposition, to be given the same care that you would give in building your brick yards, or perfecting the quality and durability of your bricks. For this particular business I would suggest a quarter-page advertisement in three or four of the better magazines. Do not make a mistake in trying to use too big an advertisement, and do not try to use too many magazines. I do not believe that bricks could be pushed in a general way, or profitably, through daily papers. The daily papers are the thing to use when you want to cover some particular local field. If you want to reach all over the country at a small expense, then use magazines.

Accompanying the above letter were some specimen advertisements, such as have been used heretofore.

The best system of advertising direct to a list of names, I believe, would be a series of postal cards mailed to architects and contractors. I think a fair success could be made with such a series if they were properly written and illustrated.

I do not like the sample blotter which was inclosed with the letter. In the first place, it is not a good blotter, and any man who receives it is very likely to throw it in the waste-basket with disgust. The glazed side is very nice to print on, but the blotting paper is so poor that it will not take up the ink. It is simply throwing money away to send out such a blotter as this. If you want to send out a blotter at all, it would be better to send out a good piece of blotting paper, even if your advertisement is not as nicely printed as it is on this glazed cardboard. Then again the advertisement on the back of this blotter is not good. It does not mean anything, and without reading it through one would hardly know what you were talking about. People read very few long advertisements at the present day. They want to see everything at a glance. Your advertising must be so written that people will see the substance in a moment; they may then be tempted to read the whole thing. Unless they catch something at first glance that will some way interest them, I believe that the usual practice is to skip the whole thing.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A dyer has a wonderfully good opportunity for good advertising. Dyers should take advantage of it nowadays. You see less and less of those silly puns about dying, and more plain, simple talk on the side of economy. This is true also of cleaning, pressing and repairing. It is a needed business and can be done to advantage.

For a Dyeing Establishment.

ASK US.

If you're in doubt as to whether your old suit of clothes can be dyed a certain color, ask us about it. We'll dye it if it can be dyed, and do the work well.

For a Dyer.

It's Pretty Near Time

to think about spring clothes. We clean clothes, we dye clothes and we do the work for as little money as honest work can be done for. Somewhere in closet or trunk your spring suit or overcoat is put away. Look them up now, give them to us when we are not in the midst of the spring rush and we will be able to give better attention to the work.

We clean or dye almost everything that man or woman wears. We are economical acquaintances for you to make. A soiled suit or faded dress contains possibilities unthought of by the layman. All we ask is reasonable time and a fair, honest price, to be able to prove to you that the side tracked garments can be made to look almost as well as when new. We'll call for your goods, or you can send them to any of our offices. A postal will bring the wagon.

For a Dyer.

Too Late!

It is better to be a little ahead of time than a little too late.

It may seem a little early, but right now is the best time to resurrect those spring garments you wore last year, and bring them to us to be cleaned. Our cleaning and dyeing department is not rushed now, but it will be in a few weeks.

For a Dyer.

The Prejudice

that folks once held against dyed goods is dead to-day; well-to-do people patronize the cleaner and dyer as freely as they do the tailor. Why not? Cleaning and dyeing has stepped up abreast of other sciences, so much so that it is possible to produce a surprising effect in fabrics without much expense.

When We Dye

a garment we first clean and renovate it thoroughly, bringing back every bit of life to the fabric. This puts it in a receptive condition and makes it look almost a new garment when dyed.

After dyeing we carefully press each garment, sending it to its owner with a fresh, new appearance.

A Laundry Ad.

Starching.

There are two starches in use in laundries—corn starch, at about 2 cents per pound; wheat starch at about 6 cents. Corn, while cheaper, gives the work a hard, brittle finish that cracks the linen when bent; wheat gives a stiff finish, but is leathery and pliable, and the linen can be bent without cracking it. People who wish their linen to last should never send to a laundry using corn starch. We use straight wheat starch with the advantages described.

Dry Goods.

Forecasting the Summer Styles.

Does it seem odd that we should now, on winter's coldest days, talk of fabrics for "80 in the shade"? Not at all.

There can be no better planning time than now.

The new summer fabrics are ready in abundance and are getting first showing and the attention they so fully merit.

For a Druggist.

Necessary Ingredients.

For a trustworthy prescription the necessary ingredients are not medicines alone, but the exactness, cleanliness, purity of the respective parts also. We have built up a reputation along these lines of which we are proud. The purest and best drug supplies and latest reliable discoveries always to be found here. We also want to call your attention to our excellent line of toilet articles.

To the Point.

An Easy Clean Shave

is enjoyed by every gentleman.

JOHN KAIN,

Successor to Jobie Jones, can give you excellent service in this line. Practical and experienced barber. A complete stock of **TOBACCO AND CIGARS.**

For a China Store.

Wedding Gift Selection

reflects the good sense and good taste of the giver.

A piece of rare china, or of brilliant cut glass, or a beautiful lamp, is sure to give lasting pleasure with its usefulness and permanent beauty.

Dry Goods.

If You Have Fixed in Your Mind

the amount you want to pay we will furnish for it a jacket or suit of notably greater value than you have believed you could afford.

If you have determined to own one of our highest-grade jackets or suits it may be selected now at a very common-place price.

Our Dinner-Set Sale

Is something you ought not to miss. All the patterns not to be re-ordered for "open stock" and all the sets where only one or two remain are marked for quick selling. Some sets have a few small pieces missing, but there is a good deal missing from the first price.

Modern Printing

Which we do at
Modern Prices
Has an individuality
About it that commands
Attention.

Let's Talk it Over

On that next order of
Printing. We can
Make it beneficial to you

A Good Headline.

Remnant Day

The once each week money-losing day for the store, but money-saving for you. The day we close out all small lots, not-to-be-carried-again kinds, short ends and odd lots. This Friday you will find assortments larger than usual in the following lines:

For a Business College.

The Boy with a Bright Future

is the one who has a sound business education, and sense and ambition enough to make the most of it. We supply the education. We prepare young men—and young women, too—for a successful commercial life. Beginning with the first rudiments we teach them, lecture them and drill them until they are conversant with the most complicated forms of business. Our system is the most reliable and practical. Our teachers are experts in their profession.

Day and evening sessions—same studies at both.

No business college in this country has ever provided more beautiful school rooms, or more complete arrangements for the comfort and welfare of its students.

Do you want to give your boy or girl a start on the sure road to success? Positions guaranteed to graduates of our full course.

Write for particulars, or make a visit of inspection.

For a Grocer.

Our famous blend Mocha and Java

stands for all the requisites of good coffee—purity, quality, deliciousness, economy. The blend is good, to start with; it's blended by having to pass our high standard. Rich, smooth, fragrant.

30c. lb. 3 lbs. 85c.

Every barrel of
... VICTORY FLOUR ...
makes 315 pound-loaves of light,
sweet, nutritious bread.
65c. bag. \$4.90 bbl.

For a Clothes Cleaner.

Can't Work Miracles.

Don't pretend to—but we do claim to be able to restore to life almost every kind of faded fabric. There are cases we wouldn't undertake.

For instance: A suit used on a last year's scare-crow, or the sagging Prince Alberts of the Commonwealth Army. We know no redemption for such duds, hence we leave 'em to the performer of miracles.

But when it comes to the thorough cleaning and re-freshing of clothing that has simply lost its crisp, new color, we are at your service.

For Safe Deposit Vaults.

Protect Your Belongings

by storing them with us. Especially low rates for the special rooms, chests and boxes in our safe deposit vaults, used exclusively for storing family plate, paintings, jewels, valuable papers and the like.

No Pain

is felt when we take a live nerve out of an aching tooth by our new method (which we own exclusively)—just a simple application to the nerve—and no more pain is felt.

\$8 for our best teeth, tried in the mouth on wax and guaranteed ten years.

For Carpets or Other Business.

Didn't Figure Right.

When you figured that you could make old carpets do, you didn't figure right. The fact that you need new ones becomes plainly apparent when house-cleaning time comes round. We'll pay you to anticipate your wants. Our annual clearing sale affords the opportunity; here are a few

PRICES:

Grocer.

Sugar Peas,

very sweet and surprisingly tender—90c. a doz.—cheap enough for soup, but really too good.

Sweet Corn Tomatoes

Lima Beans String Beans

All five sorts of vegetables priced the same—3 cans for 25c. to try.

For a Grocer.

Canned vegetables of the usual 10c. grade are selling at 90c. a dozen now at ——— & Co.'s.

Sugar Corn Lima Beans
Sweet Peas String Beans

Tomatoes

It's a new price to move them quickly.

A Truss Ad.

A Wrong

Truss or one badly fitted makes the rupture worse. We fit the right truss in the right way and the rupture grows better.

Words That Burn.

Coal and Coke to Burn.

W. J. CHAPMAN,
Sharp and Lombard Streets.

If You Cater to a Special Class Invite Them.

Lumber Camps.

For several years I have had a large business in supplying provisions for lumber camps. I make a specialty of it and I honestly believe that I can stock a lumber camp to-day with all kinds of provisions cheaper than any other firm in the city.

Beef,
Pork,
all kinds;
Lard,
Hams,
Bacon,
Beans,
Tea,
Molasses,
Sugar,
Herring,
Rolled
Oats,
&c., &c.

Clothing.

Claims . . .

We do not claim to make better clothes than any other shop in town. That would be foolish. But we do claim that our present reduced prices give you better values for the price. If comparison did not prove this to be true we should be foolish to make this claim.

California Prunes.

Another lot—by lucky chance—of these delicious, tender, thin-skinned prunes. Solid, delicately flavored—the kind you'd expect to pay a big price for. When we say

10c. lb.

it means the very lowest price on finest goods.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

When John Adams Thayer went to Boston to take charge of the *Boston Journal*, he took along with him some new and very vigorous ideas.

In putting these ideas into effect he has rattled some of the dry bones of Boston in a way very disagreeable to their owners.

He has been publishing in the *Journal* a series of double column articles headed "Circulation Truths."

The latest of his talks was published February 6th, and here it is:

WHERE IT BELONGS.

THE "HERALD" SHOULD HAVE BEEN SATISFIED WITH THE HIGH POSITION TO WHICH IT IS ENTITLED IN COMMON WITH THE "JOURNAL."

From the Sunday Journal.

The mistake made by the *Herald* in overstating its circulation, apart from the question of business morals involved, lies in the fact that such overstatement is not essential to the maintenance of the *Herald's* position in the high class of newspapers to which it properly belongs.

We can understand that having had much the largest circulation in Boston for a long time prior to, say, 1888, pride in maintaining that position should have tempted the *Herald* in the first place to exaggerate its circulation figures. We can understand also that later and at the present time the exaggeration should have been continued, with increasing freedom, as a means of retaining and attracting advertising in volume and at rates not justified by the *Herald's* true circulation.

The *Herald's* present predicament, when its only recourse is silence in the face of the *Journal's* charge that the net circulation of the *Herald* is only a third and the gross circulation only half as large as the figures which the *Herald* prints, is the result of an attempt to claim a place in a class of newspapers to which it does not belong and need not belong.

The *Herald's* exaggerated figures represent a claim for circulation of nearly 200,000, daily and Sunday. As a matter of fact, there are but five newspapers in the United States which have the right to claim anything like such a circulation, and merely to mention them is to show at once how preposterous the *Herald's* claim must be. They are the *New York World* and *Journal*, the *Chicago News* and *Record* and the *Boston Globe*.

All these are papers radically different in aim and in scope from the *Herald*. The *Chicago News* and *Record* have been penny papers up to within a few months, pushed hard

and sold all over the Northwest as far as the Pacific Coast. The *New York World* and *Journal* circulate throughout the whole country, with the four million people of Greater New York as a home constituency, and have been sold for the most part for two years at a penny. The *Boston Globe* has done wonders to be able to rank in circulation, as a two-cent paper, with those giants of New York and Chicago: but certainly in this limited field there is no place for a similar circulation such as the *Herald* claims.

The truth is that both the *Boston Herald* and the *Boston Journal* be'long, as far as circulation is concerned, in a splendid class of strong, conservative newspapers, with circulations ranging from 60,000 to 90,000. The class includes such papers as the *Chicago Tribune*, *Times-Herald* and *Inter-Ocean*, the *St. Louis Globe-Democrat* and *Republic*, the *Philadelphia Press*, *Times* and *Ledger*, the *New York Herald* and *Tribune*. Certainly it is no discredit to any Boston newspaper to be so classed.

The whole assumption of gigantic circulations is false and unnecessary. Advertisers who demand such figures of circulation as those with which the *Herald* has undertaken to supply them ought to realize that there is no newspaper in the whole South which even claims as high as 30,000 circulation; that in the whole country west of St. Louis, with possibly an exception in San Francisco, no paper claims 50,000; that in Baltimore, Washington, Cincinnati, Cleveland, Milwaukee, St. Paul, Minneapolis, Buffalo and Detroit, no claim exceeds 50,000, perhaps excepting a penny paper scattered here and there, of which no Boston advertiser ever heard.

We have named all the large cities of the United States, and circulations in the smaller cities are proportionate.

A circulation of 75,000, with the ascertained average of about four readers to each paper sold, is really a great circulation, and any newspaper which goes to intelligent readers ought to be proud to stand upon it. It is this mania for stupendous figures which has made the mischief.

The *Journal* is doing its best to put the matter of circulation upon a reasonable and truthful basis. It has begun by proving its own circulation; but such proof would be of little avail from a practical business standpoint if its nearest competitor, which is the *Herald*, were allowed to continue unchallenged the publication of circulation figures which the *Journal* knows to be exaggerated two or threefold.

Hence, of necessity the *Journal* has entered upon an exposure of the *Herald's* figures to which, up to this time, the *Herald* has made no reply.

Such a statement as this can not well help being beneficial to the *Journal*.

Mr. Thayer's idea is evidently to lift the *Journal* up on a par with the *Herald*. After he has done that he may get after the *Globe*, but that will not be such an easy proposition.

Possibly Mr. Thayer's methods will be criticised as undignified.

Lack of dignity is a bugaboo to a great many people in the newspaper business and out of it. These people feel that if they can just retain their dignity it doesn't make any difference whether they go broke or not. They are so afraid that they will do something undignified that they hardly dare breathe.

These people become so dignified that they feel embarrassed if they have to tell anybody what their business really is.

A year or so ago I talked to the president of one of the safe deposit companies. He was very much afraid that nobody could do advertising that would be sufficiently dignified for his particular line of business.

Since then I have seen the advertisement of this concern on various advertising novelties, on the back of elevated railroad time tables and in other places that certainly do not seem to be in keeping with the dignity of a safe deposit concern.

A Philadelphia trust company is too dignified to talk about its business in the newspapers intelligibly to intelligent people, but prefers to emphasize its dignified position in the commercial world by printing its announcements on the back of the door checks of a cheap theater, the theory being that when sudden thirst strikes a man between the acts, and he gets one of these red door checks in his hand, he will be so fascinated by it that he will forget all about the drink he wanted and will spend the time between the acts in reading and pondering over the trust company's announcement.

Dignity is a very funny thing, and the more you analyze it the more amusing it becomes.

There are always a lot of people who have never accomplished anything in the world, but are ready to howl at a man who accomplishes things in an unusual way.

They say he is undignified.

That damns him forever.

Dignity in a newspaper office usual-

ly shows itself in a disinclination to adopt anything new.

The newspaper is so afraid of doing something beneath its dignity that it never does anything at all.

When a man becomes afflicted with dignity, the only course that seems safe to him is to preserve himself in a state of perfect innocuous desuetude.

The newspapers all over the country that have so much dignity that it hurts them are sliding down hill in a most masterly way.

The New York *Tribune* used to be the leading paper in New York, if not in the country. You don't hear much about it now, but it's just as dignified as it ever was.

The Philadelphia *Ledger* is so dignified that it is afraid to move for fear it will break something—and it is losing prestige every day.

The Boston *Herald* isn't quite so dignified as it used to be, but apparently if it expects to keep up with the procession it will have to substitute hustle for dignity.

One of the first things that a dignified paper does is to refuse to make circulation statements. About the time the circulation figures start on a toboggan slide dignity becomes acute. The manager of the paper says:

"We used to make circulation statements, but now the value of our paper is so well established that we no longer look upon it as necessary."

Usually the paper that is willing to state all it knows about its own circulation is the paper that is gaining ground, and therefore it would seem that Mr. Thayer was doing a good stroke of business in agitating the circulation question just as strongly as possible.

A Cleveland philosopher has discovered that: "Newspaper space is not a commodity. It is not governed by the law of supply and demand. Advertising space selling is the selling of privilege."

He holds that the newspaper was first published simply as a newspaper and that advertisements were inserted afterward, and that therefore the advertising man is an interloper who exists simply by the favor of the "upstairs department."

He holds that, as a matter of fact, the newspaper is degrading itself when it sells advertising space, and that the money it receives for the space is not

a payment for goods or services delivered, but is in the nature of a bribe.

All this is probably first-rate philosophy, but it's mighty poor horse sense.

Abstract philosophy is a lovely thing with which to keep school boys out of mischief, but when the philosophy comes out into the open air and has to struggle with the hard facts of existence it loses a great deal of its attractiveness and convincing power.

No matter if the first newspaper did contain no advertising.

No matter if it did take a long time for people to realize that advertising is news just as much as the report of a murder trial is news.

No matter if at first the first advertiser was an interloper. He is so no longer.

The salaries for the philosophers "upstairs" depend upon the amount of advertising that is secured for the paper.

Times change.

The news department is important. It must come first. But the advertising is a close second and is just as legitimate.

There are thousands and tens of thousands of women in Philadelphia to whom the Philadelphia newspapers would be worth not ten cents a year if they didn't contain the Wanamaker advertising.

There are thousands of men all over this country who would certainly regard it as a loss if all of the advertisements were taken out of the *Century*.

Nowadays advertising is news, and it is a very good sort of news, too.

It is valuable news.

People could better afford to get along without nine-tenths of the stuff that is published in the news columns than to get along without nine-tenths of the advertising.

Taking the average straight through, there is more truth in the advertising columns than there is in the news columns.

The news published as advertising is much more valuable than the news published as news.

Advertising space is a commodity.

It is manufactured by newspaper publishers and is offered for sale at a profit. Any wide-awake publisher knows what it costs him to produce a given amount of advertising space. He knows, of course, that the ratio of profit increases as the space increases,

just as it does in any other line of manufacture.

The price of advertising space is governed by the law of supply and demand.

The advertiser says to the *Ladies' Home Journal* man:

"What! five dollars a line! Why, I can get space in the *Woman's Home Companion* for a dollar seventy-five."

That's supply.

The *Ladies' Home Journal* man says: "All right! If that's the space you want, buy it. The demand for our space is so great that we leave out several columns of advertising every month. You will have to order your space two months in advance if you want it. The price of it is five dollars a line, and we make only a limited quantity."

That's demand.

If there was no demand for space in the *Ladies' Home Journal*, the price would have to tumble.

Distinctly newspaper space is as much a commodity, and is as much governed by the law of supply and demand as is woolen cloth.

* * *

In the "list" to which one advertising agent seems to devote considerable attention, there are two magazines that are dead.

Quite a few of the others on the list would be dead if advertising generally were placed with good judgment.

There are in existence to-day a great many magazines that have really no right to live or excuse for living. They are weak in all ways. The material that is in them doesn't amount to anything. They have all sorts of rates and probably the lowest of all these rates is too high. They have no prestige and practically no hold on the small number of subscribers that they are able to obtain.

The advertiser who really wants to get the worth of his money will let them alone and will confine his business to the very few strong, high-class publications that show upon their faces their right to existence and support.

It is too often the case that the money that should make up the profit on advertising is frittered away for space in worthless publications.

The best results are obtained by sticking to the best media and spending an adequate amount of money in each.

A Question of "Specified Form"

The editor of the American Newspaper Directory has often been accused of being too strict in his requirements for an acceptable circulation statement and of imposing upon newspaper publishers an unnecessary amount of red tape, thus making it rather difficult for them to obtain an accurate circulation rating in the Directory. The truth is, however, that the editor of the Directory does not much care about the style of a circulation statement if it is made in a way that will unequivocally convey to him the information he needs and is in some way authenticated.

As an illustration of how informal a circulation statement may be and yet pass muster with the alleged over-particular Directory editor, a specimen is herewith reproduced that was sent in by the Butler (O.) *Enterprise* for the March edition of the American Newspaper Directory for 1899. It was written with a pencil on the margin of a page from the December, 1898, edition of the Directory showing the description and rating of that paper. This specimen page had recently been sent to the publisher of that paper in connection with the usual application for information for corrections for the next revision.

This statement is in a form that secures for the paper the rating it claims although no one would assert anything like over-formality for it. It is signed, but fails to have the date of signing affixed. Even the date mark on the envelope, stamped by the Ohio postmaster, fails to be legible. The report being made on a sheet sent from the Directory office only a few weeks before and returned in an envelope furnished by the Directory for the purpose, was thought to be sufficiently identified as coming from the office from which it purports to come. The date taken in connection with the peculiar form of the report was thought to be fixed with sufficient exactness by the "Received" stamp affixed at the Directory office. The statement reduced to cold type is as follows:

The bona fide circulation of the "Enterprise" is 1,200 each edition. During the year 1898 not a single issue has been less than 1,200 and sometimes as high as 1,500. It is an 8-page, 6-column all home print paper. The "Cyclone" is a patent sheet run by two kids. Its so-called editor lives in Mansfield, the county seat.

JAMES A. PRICE, Proprietor "Enterprise."

It will be noted that the report covers the entire year 1898, which is a period of sufficient duration. The assertion, "During the year 1898 not a single issue has been less than 1,200," is definite and unequivocal.

This illustrative case is given space here to make plain to interested persons that after all there are only two things necessary for obtaining an exact circulation rating in the American Newspaper Directory:

(1st.) Willingness on the part of a publisher to convey the necessary information. (2d.) A postage stamp.



American Newspaper Directory,

10 Spruce Street,

New York City.

CRAWFORD CO. NEWS; weekly, twice-a-week, Tuesdays and Fridays; democratic; eight pages 15x22; subscription \$1.00.

CAMBRIDGE, c. h., *Guernsey Co.* □
8,000 pop., on Baltimore & Ohio, Eastern
Ohio and Cleveland & Marietta Rds. and

The bonafide circulation of the Enterprise was 1200 each Edition. During the year 1898 not a single issue has been less than 1200 and sometimes as high as 1500. It is an 8 page .6 col. All home print.

As an illustration of how informal a circulation statement may be and yet pass muster with the alleged over-particular Directory editor, the above specimen of a satisfactory report is reproduced.

New York Herald

We will insert a quarter-page illustrated and displayed advertisement, printed in colors, in the New York HERALD, on an outside page, for less money than you can obtain a quarter-page displayed advertisement in the same paper printed in black ink and without pictures. For particulars,

address

THE GEO. P. ROWELL
ADVERTISING AGENCY,
10 Spruce St., New York.

P. S. The advertiser may designate four or five colors to gratify his own idiosyncrasies. No pay till the work is done in cases where the mercantile agency gives a good rating. In other cases the money is required in advance.